

POTATO STATISTICAL YEARBOOK

2015



EST. 1948





UNITED STATES  
*Potato*  
B O A R D

*Maximizing Return on Grower Investment*

## *Leading the Way to Reconnect Potatoes into Today's Fast-Paced Consumer Lifestyle & Expanding Global Markets*



Through innovative ideas and cutting-edge research, the United States Potato Board works to enable retailers and foodservice operators to reconnect the potato category with their customers and provide those tools to growers, shippers and processors to accomplish that connection and respond to today's consumer.

Globally, the investment of grower assessment dollars seeks to identify new markets, obtain equitable market access and increase demand for US Potatoes in retail and foodservice sectors through creative programs demonstrating the quality and nutrition of US Potatoes, while delivering on the ultimate goal of *"Maximizing Return on Grower Investment."*

### **THE UNITED STATES POTATO BOARD:**

- EXPANDING MARKETS
- INCREASING USAGE
- ENHANCING COMPETITIVENESS
- IMPROVING CONSUMER ATTITUDES

See pages 49-60 for more information  
or visit [www.uspotatoes.com](http://www.uspotatoes.com)

POTATOES  
**GOODNESS<sup>®</sup>**  
**UNEARTHED**

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# Get Involved!

## Participate in the Potato D.C. Fly-In

Each February, potato growers from across the country join ranks in the nation's capital to fight for industry priorities. Make your voice heard and be part of the conversation at the Potato D.C. Fly-In.



## Join the Grassroots Army

NPC issues "calls to action" to mobilize support on critical issues and the voice of each grower and member of the industry is critical. Take action and help make a difference!



## Be a Grower Supporter

Grower Supporters contribute financially to the National Potato Council – above and beyond their state quota assessments – to help NPC further its legislative, environmental, regulatory, trade, and grassroots initiatives.



## Contribute to POPAC

The Potato Political Action Committee (POPAC) provides growers the opportunity to support the political campaigns of friends of the potato industry who serve in Congress. PACs are a crucial component of doing business in Washington, DC. Having a strong POPAC shows legislators that the potato industry is serious about having a collective grassroots political voice.



## Be Part of the Conversation

Follow NPC on:



### Nat'l Potato Council

@ThisSpudsForYou USA

NPC provides a unified national voice for U.S. potato growers. Grassroots-driven and member-led, NPC represents growers in our nation's capital.  
<http://www.nationalpotatocouncil.org>

Like NPC on:



[www.facebook.com/nationalpotatocouncil](http://www.facebook.com/nationalpotatocouncil)

### National Potato Council

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## Message from the President



**A**s the current NPC President, a long-time advocate for the industry and a third generation potato grower in Ronan, Montana, I am eager to build upon the great strides we have taken in recent years and to leave NPC in an even stronger position than when I took office. Thanks to the previous advocacy initiatives of past NPC presidents and our other grower leaders, we're sitting on a firm foundation that has been strengthened by last year's accomplishment of getting fresh white potatoes back into the Women, Infants and Children (WIC) program. Rome was not built in a day and our issues are not often resolved easily or quickly. Getting potatoes included in the WIC program required eight years of hard work and the industry working together. We

should be proud of our united efforts as an industry in achieving the WIC victory.

In the 114th Congress, NPC will continue to proactively pave the way for continued success in areas of critical importance to the potato industry. Now that we have momentum from the recent WIC victory, it is important to amplify our voice even more on key issues that greatly affect our industry including pollinator health, truck weight reform, voluntary GMO labeling, and NIFA Potato Research Special Grant funding. Our representatives in Washington will need to hear from us, our families and friends, and our neighbors on these and other issues important to the health and well-being of the potato industry.

At this year's Potato D.C. Fly-In, which is the most impactful meeting we hold all year in terms of advocating for our industry, more than 160 growers and industry leaders took the time to travel to Washington, D.C. to share their unique stories with elected representatives and federal agency officials. Most of the lawmakers in our nation's capital are far removed from life on the farm. Having growers come to Washington for face-to-face meetings and offering real-world examples of the impact of laws and regulations on our farms makes an undeniable difference in achieving positive outcomes on decisions made by Congress and federal agencies. Decisions that carry impactful results on our businesses are deserving of our time and energy. It is our responsibility to make the time to share our voices if we want to make a difference in policy outcomes.

Just like you, balancing my farm and family responsibilities and still finding time to commit to the potato industry is not always easy. I can assure you that helping our industry is extremely rewarding. Whether you are new to advocating on behalf of the potato industry or you have been involved for years, I encourage you to get energized, get involved and help get our message out. The WIC victory is proof that when we work together we really can make a difference.

Wishing you a safe and prosperous year.

Dan Lake

2015 NPC President, Owner and Partner of Lake Seed, Inc., Ronan, Mont.



### The National Potato Council

NPC leads the charge on behalf of U.S. potato growers and industry members in our nation's capital. NPC protects potato growers' interests in Washington, D.C. by addressing issues that affect the potato industry, from policy issues debated in Congress to regulatory issues proposed by federal agencies.

### Grassroots Driven, Member Led

- U.S. potato growers, representing diverse growing regions, develop national policies and speak with a unified voice
- NPC's President, Executive Committee, and Board of Directors — made up of potato grower volunteers — oversee the implementation of NPC policy initiatives
- Potato D.C. Fly-In allows attendees the opportunity to provide real-world examples of how decisions made in Washington, D.C. impact their ability to farm

### Securing a Healthy Future

- Educating U.S. legislators and regulators on crucial industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phytosanitary policy
- Securing funding for potato breeding, pest management, and disease research
- Maintaining access to pest management tools and advanced production technologies
- Fostering environmental stewardship
- Supporting strong and effective state potato organizations
- Developing the next generation of agricultural leaders

### Supported by Growers and Industry

- Donations from NPC Grower Supporters
- Production-based contributions from state potato organizations
- Corporate memberships and sponsorships





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# POTATO D.C. FLY-IN

STANDING UP FOR POTATOES ON CAPITOL HILL

FEBRUARY 22-25, 2016

MAYFLOWER RENAISSANCE HOTEL

- Hear top political analysts provide insiders' perspectives on national politics and policies
- Meet face-to-face with congressional lawmakers and key staff to communicate industry priorities
- Dialogue with influential administration officials and regulators on real life farming practices
- Master advocacy techniques to communicate effectively with federal decision makers

[NationalPotatoCouncil.org](http://NationalPotatoCouncil.org)



# NPC Year in Review

## Standing up for Potatoes on Capitol Hill

### Key Issues in 2015

#### Potato Research Special Grant

Each year, NPC works with Congress to secure about \$1.35 million in funding for the Potato Research Special Grant that supports competitive potato breeding projects across the country. Because it is discretionary in nature, it must be renewed in each year's agriculture appropriations bill. These funds supplement state, university and private industry funds. In addition to its competitive nature and nationwide scope, the Potato Research Special Grant program also encourages collaboration and eliminates redundant proposals.



Funding from the Potato Research Special Grant has supported the development of varieties that have improved levels of resistance to pests of concern including late blight, early blight, potato cyst nematodes and improved market quality. These emerging pest and disease threats present significant challenges for the potato industry that can only be addressed by developing improved varieties. By using cutting edge breeding and selection techniques, including genetic markers, potato breeders are shortening the time frames from development to commercialization. Potato breeding research has benefitted growers, consumers and the industry at large in every grower's state.



#### Pollinator Health Reform

The U.S. Environmental Protection Agency (EPA), U.S. Department of Agriculture (USDA) and the White House are being urged to curtail the use of neonicotinoids in agriculture by groups claiming that they are primarily responsible for declining health in pollinators. Scientific evidence points to the fact that a number of stress factors may be impacting the health of pollinators and that the impact of pesticide use on bee health is being overstated. Increasingly, the facts point to decreased availability of high quality forage for pollinators and the presence of the Varroa mite in U.S. bee populations as the key stressors.

The potato industry and pesticide registrants understand the importance of pollinators and are taking actions to address the factors that may be impacting pollinator health. NPC supports improved pollinator health and embraces a balanced approach based on science. NPC is developing partnerships with other stakeholders that will encourage and support planting high quality forage for bees and other pollinators.

**THE NEW EPA BEE ADVISORY BOX**  
On EPA's new and strengthened pesticide label to protect pollinators

**PROTECTION OF POLLINATORS**

**APPLICATION RESTRICTIONS** EXIST FOR THIS PRODUCT BECAUSE OF RISK TO BEE AND OTHER INSECT POLLINATORS. FOLLOW APPLICATION RESTRICTIONS FOUND IN THE DIRECTIONS FOR USE TO PROTECT POLLINATORS.

Look for the bee hazard icon. In the Directions for Use for each application site for specific use restrictions and instructions to protect bees and other insect pollinators.

**This product can kill bees and other insect pollinators.** Bees and other insect pollinators will forage on plants when they flower, shed pollen, or produce nectar. Bees and other insect pollinators can be exposed to this pesticide from: Direct contact during foliar applications, or contact with residues on plant surfaces after foliar applications; Deposition of residues in nectar and pollen when the pesticide is applied as a seed treatment, soil, seed, or granular application; or when using this product in a broadcast or spot application.

When Using This Product Take Steps To: Minimize exposure of this product to bees and other insect pollinators when they are foraging on pollinator attractive plants around the application site; Minimize drift of this product to be avoided on or to off-site pollinator attractive habitat; and Minimize direct contact with bees and other insect pollinators that may be found at the pesticide application site.

Environmental stewardship website at: <http://epa.gov/pesticideprotection>

Pesticide products that are exempt from the label requirements for the protection of bees and other insect pollinators are listed in the National Pesticide Information Center at: [www.epa.gov/nipic](http://www.epa.gov/nipic)

**Alerts users to separate restrictions on the label. These prohibit certain pesticide use when bees are present.**

**The new bee icon helps signal the pesticide's potential hazard to bees.**

**Makes clear that pesticide products can kill bees and pollinators.**

**Bees are often present and foraging when plants and trees flower. EPA's new label makes it clear that pesticides cannot be applied until all petals have fallen.**

**Warns users that direct contact and ingestion could harm pollinators. EPA is working with beekeepers, growers, pesticide companies, and others to advance pesticide management practices.**

**Highlights the importance of avoiding drift. Sometimes, wind can cause pesticides to drift to new areas and can cause bee kills.**

The science says that there are many causes for a decline in pollinator health, including pesticide exposure. EPA's new label will help protect pollinators.

**EPA**

Read EPA's new and strengthened label requirements: <http://go.usa.gov/jHH4>





## Truck Weight Reform

On U.S. federal highways, trucks with five axles are limited to carrying 80,000 pounds in cargo. Many global competitors, including Mexico and Canada, have higher truck weight limits, putting U.S. industries at a competitive disadvantage. NPC is working

closely with its allies in the Coalition for Transportation Productivity (CTP) to press Congress for increasing truck weight limits to 97,000 pounds on six axles.

Giving states the option to increase the truck weight limit on federal highways to 97,000 pounds on six axles would result in fewer trucks, safer roads, less wear on infrastructure, fewer emissions and not to mention economic benefits from improved efficiency. The additional axle would maintain or improve braking capacity, handling characteristics and the distribution of weight per tire without changing

truck size. The required reauthorization of the highway bill in 2015 provides the opportunity to consider increasing truck weight limits on federal highways. NPC is working with other agriculture groups and our Congressional allies to encourage the long-term reauthorization of a highway bill that includes an increase in allowable truck weights.



## Voluntary GMO Labeling

Consumers, farmers and food manufacturers want food labeling laws to be science based and consistent. For that reason food safety and food labeling laws and regulations are historically administered at the federal level. A state-by-state effort to enact laws that would require the labeling of foods derived from biotechnology has steadily gained momentum. Nearly 30 states have seen ballot initiatives or legislative efforts to make labeling food made with ingredients derived from biotechnology a mandatory requirement

at the state level. Nearly all of these initiatives have been defeated. A federal, voluntary solution that would pre-empt state law and not sacrifice food safety is needed to avoid the confusion of a patchwork of laws varying by state. This preemptive approach would be

solely the authority of the United States Department of Agriculture (USDA) and the Food and Drug Administration (FDA) and would provide a clear federal framework on any voluntary labeling applied to foods derived from biotechnology.

Consumers benefit from innovation through affordable food prices,



greater access to nutritious food, a strengthened rural economy and improved environment. Federal oversight of voluntary labeling for food derived from biotechnology will eliminate the confusion of a 50-state patchwork of labeling laws and affirm USDA and FDA as the nation's authorities for the use and labeling of GM food ingredients.

## Programs and Events

### Environmental Stewardship Award

Rockey Farms of Center, Colo., was awarded the prestigious 2015 Environmental Stewardship Award honoring their demonstrated commitment to the stewardship of their land and protection of our shared environment. This annual award is a component of the Pesticide Environmental Stewardship Program—a partnership between NPC and the U.S. Environmental Protection Agency (EPA)—to protect the environment and promote the safe and effective use of pesticides.



DuPont Crop Protection provides support for the Environmental Stewardship Award and the video highlighting the recipient's stewardship activities on their farm.

### EPA Potato Farm Tour

NPC's annual EPA potato farm tour brings U.S. EPA staff to potato fields so they have the opportunity to gain a better understanding of how the agency's policy decisions impact potato production. It allows them to see first-hand the proactive actions being taken by growers to be good stewards of the environment. This year's tour was of the potato growing region of New Jersey. Agency personnel were able to watch a live harvesting demonstration, ground and aerial pesticide application practices, and discussed production practices and challenges. The highlight of the tour was a stop at Herr's Snack Factory for a tour of their potato chip processing facility.





# NPC Year in Review

## NPC Scholarship

Washington Luis da Silva, a plant pathology Ph.D. student at Cornell University in Ithaca, N.Y., was awarded the NPC's 2014-15 Academic Scholarship. Da Silva's current research into Potato Tuber Necrotic Ringspot Disease (PTNRD) will offer insight into the ongoing issues the industry faces related to infections from Potato virus Y (PVY) necrotic strains. This annual scholarship is awarded to a graduate student pursuing advanced studies that will advance the future of the potato industry. Final scholarship selection is based on academic achievement, leadership abilities, and the potential commercial value of the applicant's academic work. The scholarship is supported by individual contributions from the industry and through a silent auction held at the NPC Summer Meeting.



## Potato D.C. Fly-In

Growers and industry partners from across the country converged in Washington, D.C. for the annual Potato D.C. Fly-In. The Fly-In, NPC's most impactful advocacy event, allows the industry the opportunity to meet with the members of Congress face-to-face and offer real-life stories on how issues being debated on Capitol Hill may impact their farming operations.



Fly-In attendees heard from a number of renowned political strategists, journalists and issue experts on the current domestic and international climate and the political landscape of key industry issues. Nearly a dozen members of the Senate and House addressed the attendees on key industry issues, including funding for the potato research special grants, pollinator health, immigration, truck weight reform, and voluntary GMO labeling. Growers participated in over 136 visits with U.S. Senate and House offices representing 22 states and also met with federal regulators at the U.S. Department of Agriculture (USDA) and Environmental Protection Agency (EPA). During their Hill visits, growers stressed the need for Congress to take action on potato industry priorities.



## POTATO EXPO 2015

Potato growers and industry partners traveled from across the continent and around the globe to be a part of the POTATO EXPO 2015—the largest potato industry event in North America. During the trade show attended by more than 1,800 people, over 160 exhibitors showcased cutting-edge technology and innovative solutions that cater to the potato industry. POTATO EXPO 2015 had a stellar lineup of speakers that presented unique viewpoints to audiences on the top issues facing the potato industry including biotechnology, consumer attitudes and transportation challenges.

## Potato Industry Leadership Institute

The Potato Industry Leadership Institute (PILI) Class of 2015 traveled from across the country to attend eight days of intensive training and professional development. This year's class kicked off in Spokane, Wash., where the class received an overview of the local and national potato industry. Attendees then traveled to Washington, D.C., to join in on the public policy discussions taking place at the Potato D.C. Fly-In. The Institute culminated by attendees joining other grower delegates from their states attending the Potato D.C. Fly-In in face-to-face meetings with members of Congress and their staff where they advocated for industry priorities.



# The Potato WIC Food Fight—An Industry

## A Victory for the Potato Industry

After seven years of an all in industry effort to reverse the ban on fresh white potatoes in the Women, Infant, and Children (WIC) Supplemental Nutrition Program, Congress told the U.S. Department of Agriculture (USDA) to make potatoes available to WIC mothers. The Consolidated and Further Continuing Appropriations Act, 2015, included specific direction from Congress to include on fresh white potatoes in WIC. For the first time, fresh white potatoes can be purchased in grocery stores with vouchers from the WIC program. The WIC program was expanded in 2009 to allow participants to use WIC vouchers to purchase all fresh fruits and vegetables, with the singular exception of fresh white potatoes. To compound the confusion WIC mothers could use the vouchers to buy the same fresh white potatoes in farmers markets. Sometimes it takes an act of Congress to restore commonsense and reestablish science-based nutritional facts. WIC mothers are now able to use the vouchers provided by USDA to purchase fresh white potatoes in grocery stores and farmers markets just as they have been able to do with all other fresh fruits and vegetables.

### What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides Federal grants to States for supplemental nutrition, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

## 3 Components Contributed to the Success

**A POTATO IS A POTATO  
BUT NOT TO USDA**

Both bags of potatoes were grown on the same farm, but only one can be purchased with a WIC voucher.

**CONFUSED?**  
So are WIC participants!

USDA's Women, Infants, and Children (WIC) rule bans the purchase of fresh white potatoes in grocery stores but allows them to be bought in farmers markets. What's more confusing is why USDA is limiting access to potatoes at all.

Only 2% of the U.S. population is meeting USDA's recommended servings of Potassium and Dietary Fiber—two of the four "Nutrients of Concern" found abundantly in potatoes.

USDA has banned fresh white potatoes from the WIC program based on decades-old data and obsolete dietary guidelines. With WIC-participating women consuming 1/3 fewer vegetables than their non-WIC peers, USDA should focus on increasing the consumption of ALL fruits and vegetables, not limiting the access to potatoes for WIC participants.

Starchy vegetable intake recommended by USDA for women in the 2010 DGA: **5 CUPS PER WEEK**

Actual consumption of starchy vegetables by women ages 19-30: **2.4 CUPS PER WEEK**

**WIC-APPROVED** (with red prohibition sign) vs **WIC-APPROVED** (in green)

*It's time to restore science (and common sense) to the WIC program!*

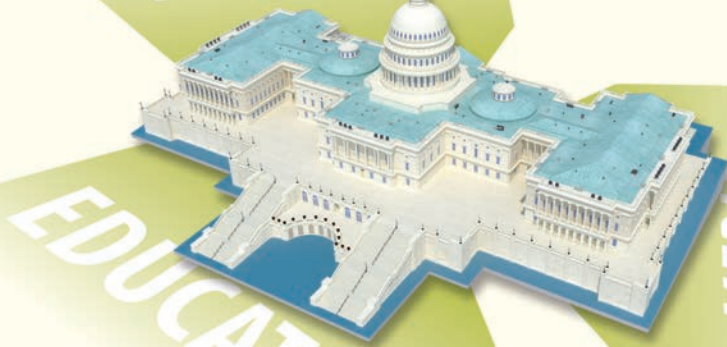
**NATIONALPOTATOCOUNCIL.ORG**

### 1. Delivering Science-based Research

Potassium and fiber are consistently identified by the USDA and the U.S. Department of Health and Human Services (HHS) as nutrients of critical concern to human health that are under consumed by WIC mothers and the general population. Both are plentiful in potatoes at an affordable cost. In spite of this, a 2005 report by the National Academy of Science's Institute of Medicine (IOM) included a footnote, without any reference to nutrition science or consumption data, recommending the exclusion of fresh white potatoes from WIC. That report became the basis of support for an array of assertions on why potatoes should be excluded from WIC.

A combination of nutrition and food intake research conducted by the Alliance for Potato Research and Education, the United States Potato Board and the National Potato Council helped separate fact from fiction about potato nutrition and consumption. The final validation of the potato industry position came in February 2015 when a second IOM evaluation of potatoes in WIC concluded that potatoes were under consumed by WIC participants and that they should be included in the program.

RESEARCH



EDUCATION

MEDIA





# Success Story



## 2. Potato Grassroots Educate Members of Congress

Over the last seven years, growers participated in the Potato D.C. Fly-In and sent thousands of letters and emails delivering nutritional messaging to their members of Congress, urging that WIC eligibility must be based on nutritional science.

Educating members of Congress on the nutritional value of potatoes for all consumers, but particularly for the special needs of WIC



participants, was the catalyst for mandating the change in policy. Members of Congress from both sides of the aisle saw the importance of WIC

mothers and their children having the ability to use vouchers to buy a bag of potatoes that is nutritious and stretches their WIC dollars. The potato community is greatly appreciative of the leadership shown by Congress to pass this bill and return common sense to the WIC program by recognizing the nutritional value of fresh white potatoes.

**Morning Sentinel**  
**ANOTHER VIEW: Agriculture department should follow own rules about potatoes**  
 Sens. Susan Collins & Mark Udall

## 3. Media Coverage

The media coverage of the fight over potatoes and WIC was extensive. Editorials and opinion pieces (many negative and hostile) were featured in the *Washington Post*, *New York Times*, *USA Today* and other major newspapers. Senators Susan Collins and Mark Udall got involved and wrote an editorial that appeared in *USA Today* highlighting the fact that the ban on fresh potatoes made no sense and, in fact, ignored the latest nutritional science. The potato industry held such a commanding voice on the issue it was referred to as “Big Potato.”



“The mandate for white potatoes is bad for WIC recipients. The monthly voucher for fruits and vegetables is \$8 for children and \$10 for women. Every dollar that is spent on white potatoes is money that will not be spent on food that recipients need.”

— Teresa Tritch from her editorial in the *New York Times* titled “Potatoes are the New Pork”

“Right now, the House of Representatives is considering a bill to override science by mandating that white potatoes be included on the list of foods that women can purchase using WIC dollars. Now, there is nothing wrong with potatoes. The problem is that many women and children already consume enough potatoes and not enough of the nutrient-dense fruits and vegetables they need. “

— First Lady Michele Obama in a *New York Times* opinion piece

“The spud’s place in WIC is a triumph for the potato — and for the process.”

— Headline from the *Bangor Daily News* editorial section as part of comments on the release of the 2015 IOM Study recommending the inclusion of white potatoes in WIC



Past NPC Presidents were honored for their unwavering commitment, spanning across their presidencies, to reversing the WIC ban. From left to right: Randy Hardy, ID (2014), Randy Mullen, WA (2013), Don Sklarczyk, MI (2007), Ed Schneider, WA, (2009), Roger Mix, CO (2010), Justin Dagen, MN (2011), and Steve Crane, ME (2012).



## Environment

### Waters of the United States

In March 2014, the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers (together the agencies) proposed to revise the definition of what constitutes a “waters of the United States” or WOTUS. If adopted, it would be the first change to the definition since 1986. More than one million comments were filed on the WOTUS rule, including by NPC, during the public comment period that closed in November 2014.

The agencies issued the final rule in June 2015. Critics of the WOTUS Final Rule believe that comments on the proposed rule were largely ignored by the agencies and that the final rule is in fact more onerous than the proposed rule. The agencies continue to argue that the rule does not significantly expand what is currently considered WOTUS and will not significantly impact agriculture. The agencies are also saying that if you do not need a permit now, you will not need a future one. Efforts in Congress are under way to invalidate the final rule.

Senator John Barrasso (R-WY) has introduced S. 1140, *The Federal Water Quality Protection Act*, which currently has 41 cosponsors.

### Worker Protection Standard

In March 2014, the U.S. Environmental Protection Agency (EPA) proposed the first revisions to the Worker Protection Standard (WPS) since its creation in 1992. The WPS is aimed at reducing the risk of pesticide poisoning and injury among agricultural workers and pesticide handlers. If adopted as proposed, the new WPS would require increased training frequency, notification requirements, and additional recordkeeping. The comment period for the WPS proposal is now closed.

NPC submitted comments in August 2014 expressing concerns with the proposed rule highlighting EPA's estimate of understated costs to farmers, yet overstated benefits to farmworkers. NPC is concerned that the additional financial burden of the proposed regulation on farmers is unnecessary without the corresponding benefit to farmworkers. Last month, EPA indicated that a final rule is expected to be published in late summer or early fall of 2015.

### Spray Drift

In October 2014, EPA announced its long-awaited Drift Reduction Technology (DRT) program. The voluntary program is intended to encourage chemical companies to test their products for drift reduction potential and have the drift reduction data verified by EPA. Use of the approved DRTs could result in fewer restrictions on the usage of certain pesticides. Label changes reflecting the program's impact could be seen as early as the fall of 2015.



NPC remains committed to the availability of essential crop protection tools and to that end will continue to work closely with EPA's Office of Pesticide Programs and chemical registrants to support a science-based registration and registration review process.

## Trade

### Mexico – Fresh Access

In 2003, the United States and Mexico signed a market access agreement to allow exports of fresh potatoes to Mexico. For the first time, potatoes could be exported from all U.S. states to Mexico based on a shipment freedom approach which certifies the pest freedom of individual loads.

A June 2014 court ruling suspended the rules established by Mexican authorities to allow potato imports from the United States to any areas of Mexico beyond the 26-kilometer border zone. The lawsuit was filed by various potato interests in Mexico including the National Confederation of Potato Producers (CONPAPA), which argued that the U.S. potatoes had the potential to negatively affect Mexican growers, crops, and plant health. CONPAPA's arguments that U.S. potatoes posed a pest and disease threat to Mexican crops are not based on science. An international panel of plant pest experts commissioned by both governments had previously concluded that



# NPC Year in Review



appropriate mitigation measures would allow potato trade between the U.S. and Mexico to occur. Mexican federal plant health authorities incorporated the international panel recommendations on mitigation measures into the published rules allowing shipments. NPC is working with U.S. shippers to become parties to the lawsuits in Mexico. Both science and the track record of successful shipments from the U.S. to Mexico confirm the safety of potato trade between the two countries.

## Mexico – Trucking Issue

In October 2014, the U.S.-Mexico Cross-Border Trucking Pilot Program ended and participating carriers received standard operating authority. The obligation to allow Mexican trucks to operate in the U.S. was a part of the North American Free Trade Agreement (NAFTA). The U.S. Department of Transportation (DOT) is reviewing the pilot program data, but has also indicated that permanent operating authority for Mexican carriers crossing into the United States will not be revoked for non-safety related reasons.

As of December 2014, DOT reported 27,915 border crossings yielding 5,456 inspections on over 50 carriers, significantly exceeding the goals of the pilot program. DOT reviewed the data from the pilot program and subsequently made the program permanent.

## Trade Promotion Authority

Trade Promotion Authority (TPA), also called fast-track authority, allows the president to negotiate trade agreements with the assurance that such an agreement will receive consideration by Congress within a specific window of time, usually 90 days, and without amendment. In exchange for such authority, which enables the president's administration to negotiate the strongest deals, the

president usually commits to greater consultation with members of Congress. Without TPA, the process of negotiating complex agreements and obtaining Congressional approval is very difficult.

In June 2015, after a contentious process that required a coalition of centrist, pro-trade Republicans and Democrats in both the House and Senate, TPA was approved. Approval of TPA clears the way for trade deals including the Trans Pacific Partnership (TPP) to be completed and considered by Congress. The potato industry strongly supported the approval of TPA.



## COOL Trade Dispute

Canada and Mexico filed a World Trade Organization (WTO) case arguing the Country of Origin Labeling requirements on meat and poultry violated international trade rules and unfairly disadvantaged Canadian producers. A series of decisions by the WTO favoring Canada and Mexico allows those countries to impose

retaliatory tariffs on U.S. goods as early as fall 2015. Canada has indicated that U.S. frozen potato products will likely be targeted for tariffs. Mexico included U.S. frozen potato products in the retaliation imposed based on the NAFTA trucking dispute. To avoid the imposition of the retaliatory tariffs, Congress must either repeal or repair the COOL law for meat and poultry. The House of Representatives has overwhelmingly approved a bill to repeal COOL for meat and poultry. In the Senate there is no consensus on whether to repeal or repair COOL. NPC supports immediate action by Congress, either repeal or repair that will avoid the imposition of tariffs.





## Federal Nutrition Policy

### 2015 Dietary Guidelines for Americans

The 2015 Dietary Guidelines Advisory Committee (DGAC) was a panel of nutrition experts selected in 2013 by the U.S. Department of Agriculture (USDA) and the Department of Health and Human Services (HHS). DGAC's purpose was to submit a report to USDA and HHS as a basis for those agencies to formulate the 2015 Dietary Guidelines for Americans (DGA) to be issued in late 2015. The DGA's form the basis for federal nutrition and feeding programs. The DGAC delivered their report to USDA and HHS in late 2014. The DGAC report and recommendations were generally favorable or neutral toward the role of potatoes in the diet. The report received strong criticism from agriculture groups for including recommendations on agriculture production systems and sustainability. These were believed by many, including some members of Congress, to be beyond the scope of the committee's charge.

### Child Nutrition Reauthorization

The Child Nutrition Reauthorization (CNR) legislation must be re-authorized by Congress in 2015. CNR sets the guidelines for federal feeding and nutrition programs, including school lunch, school breakfast, and Supplemental Nutrition Assistance Program (SNAP, formerly the Food Stamp Program). SNAP funding is currently over \$80 billion and represents 80 percent of USDA's budget. SNAP is often the focus of efforts to reduce federal spending and to limit SNAP participant's access to "unhealthy" foods. The previous CNR, which was passed in 2010, titled the *Healthy, Hunger Free Kids Act*

(HHFKA), and championed by First Lady Michelle Obama, spawned a number of school meal standards that continue to be a source of controversy. The proposal to significantly limit the consumption of starchy vegetables in schools, which was eventually turned back by Congress after the significant efforts of NPC, was a product of HHFKA.

In 2015, under Republican leadership, it is expected that Congress will take a less prescriptive approach to the CNR. Implementation by USDA will continue to be vital to the impact of nutrition standards on consumption of fruits and vegetables, including potatoes, in schools. NPC is working with the industry, consumer advocacy, and congressional allies to assure that decisions on eligibility for federal feeding and nutrition programs are based on the nutritional requirements of eligible participants and the nutritional value of the food.

## Immigration

### Executive Action

In November 2014, President Obama announced that he would take executive action regarding immigration. As a result of his action, about 3.5 million immigrants in the United States without documentation will be able to apply to legally remain in the country for an initial period of up to three years.

The president's action was politically polarizing and has resulted in significant immigration-related policy and funding battles within Congress so far in 2015. The executive actions are also being challenged in court. As a result, the opportunity to pass comprehensive immigration reform in Congress has been reduced. The Senate is unlikely to consider any immigration proposals until the House acts. The House Republican leadership favors addressing the immigration issues piece by piece. In early 2015, the House Judiciary Committee approved mandatory E-Verify without consideration of addressing the needs of Agriculture. The potato industry opposes efforts to implement mandatory E-Verify until a comprehensive approach to the agriculture labor shortage is included in the legislation.





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# 2015 Resolutions of the National Potato Council

## I. GENERAL POLICY

The National Potato Council shall represent the interests of all U.S. potato producers. It shall be the Council's responsibility to promote the interests of the potato industry by bringing the various and several production areas and marketing interests together for mutual consideration of common problems. Whenever issues arise which would affect the interests of the potato producer, the National Potato Council would determine whether to take a position on the issue. Since it is the desire of the Council to follow the wishes of the majority of the potato growers on all such issues, it is important that the Directors give due consideration to the policy position of the Council as represented by the resolutions adopted at the most recent annual meeting. In the absence of a stated policy position, your Council will act in what it believes is the best overall interest of this industry. These resolutions and the policy stated herein are the position of the National Potato Council and subject to change on an interim basis by the Directors, and to change at each annual meeting by the Delegates of the National Potato Council. The diligence with which the Council organization pursues any issue shall be based on its relative importance and urgency to the potato industry and the potato producer.

## II. PUBLIC INTEREST

### RESOLUTION A-1: EXPANDED POTATO USAGE

BE IT RESOLVED, that the National Potato Council work with the United States Potato Board to fully inform and familiarize the general public on the nutritional value of the potato and strive to expand consumption of potatoes by the general public including all public and private feeding programs; and

BE IT FURTHER RESOLVED that the National Potato Council continue to encourage USDA to purchase potatoes for school feeding programs, WIC, public, private and for other food program recipients through the "bonus buy" system.

### RESOLUTION A-2: AGRICULTURAL EXPORTS

WHEREAS, the economic welfare of the U.S. and the prosperity and well-being of its citizenry rest upon the continued participation of this country in expanded fair trade with other countries of the world, and since the balance of trade has a direct bearing on the value of the dollar, and since

agricultural products represent one of the principal areas in which our volume of trade can be maintained or increased;

THEREFORE, BE IT RESOLVED that the National Potato Council strongly opposes any inappropriate action by the federal government to curb, control, or otherwise restrict exports of agricultural commodities through measures such as embargoes;

BE IT FURTHER RESOLVED that the National Potato Council urge the Administration and the Federal Reserve Bank to address any imbalance of currency exchange rates that adversely impact or restrict trade.

### RESOLUTION A-3: WORLD HUMAN NUTRITION

WHEREAS, the nutritional value of potatoes is one of great importance to the diet of the peoples of the world and producers of potatoes in the U.S. have the capability of producing an abundant supply of this staple commodity and the food processing industry of the U.S. has the capacity to put potatoes in a form to be easily shipped, stored, and reconstituted for human consumption; and such fresh and processed food could be used to feed many more people in underdeveloped nations who are starving or lacking the necessary food to sustain their health and strength; and

WHEREAS, potatoes are proven to be one of the most complete and nutritious, single-food products available for human consumption and are on the approved list of foods available as part of the PL-480 Food for Peace, McGovern-Dole, and the Food for Progress Programs;

THEREFORE, BE IT RESOLVED that the National Potato Council urge the United States and other countries of the world to utilize more potatoes in all programs feeding developing countries and famine-stricken areas of the world.

BE IT FURTHER RESOLVED that the National Potato Council continue its efforts to keep potatoes on the list of available foods in all world feeding programs and continue to encourage additional purchases of potato products by private voluntary organizations under all Food Aid Programs;

BE IT FURTHER RESOLVED that the National Potato Council continues to participate in the various Food Aid programs.

### RESOLUTION A-4: RIGHT TO WORK

WHEREAS, the National Potato Council believes it is the fundamental right of any individual to work when and where he wants without being required to join, support or subscribe to any particular organization; and

THEREFORE, BE IT RESOLVED that the National Potato Council actively oppose any legislation,

either federal or state, that would deny the individual the right to work.

### RESOLUTION A-5: YOUTH LABOR IN AGRICULTURE

WHEREAS, the U.S. Department of Labor has put forth regulatory proposals that would have expanded a number of existing hazardous occupation orders as they pertain to the employment of workers under the age of 16 on farms and ranches; and

WHEREAS, the regulatory proposals would have potentially limited the ability for workers under the age of 16 to work on farms including their family's farm; and

WHEREAS, the regulatory proposals would have dramatically restricted the ability for workers under the age of 16 to work with common farm equipment and animals; and

WHEREAS, many U.S. farms and ranches are multi-generational, family operations that rely upon labor of all ages; and

THEREFORE, BE IT RESOLVED that the National Potato Council actively oppose any federal legislation or regulation that would further restrict workers under the age of 16 from working in agriculture.

### RESOLUTION A-6: BUREAU OF RECLAMATION AGING INFRASTRUCTURE

WHEREAS, the U.S. Bureau of Reclamation constructed over 600 dams and reservoirs that provide recreation and wildlife habitat, thousands of miles of canals that deliver water to 31 million people, provide irrigation for over 10 million acres of farmland, and has 58 hydroelectric power plants that produce over 40 billion kilowatts; and

WHEREAS, most of these facilities have exceeded their 50 year life expectancy and are in need of major rehabilitation. All maintenance and operational costs are the responsibility of the local water users but ownership of these facilities often resides with the federal government. This makes it very difficult for local water groups to privately finance rehabilitation since they cannot use these facilities as equity for financing; and

WHEREAS, the U.S. Bureau of Reclamation does not have a viable program which enables water users to modernize or rehabilitate their projects and payoff those costs over time under reasonable terms and conditions;

THEREFORE, BE IT RESOLVED that the National Potato Council urge Congress to establish a workable loan guarantee program that can be utilized by local irrigation districts to privately finance modernization and rehabilitation of their local water delivery systems.



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## III. INFORMATION – STATISTICS – COMMUNICATION

### RESOLUTION B-1: PRODUCER PARTICIPATION IN USDA SURVEYS

WHEREAS, the USDA/NASS performs some important data collection services in cooperation with producers who consent to provide acreage inventory and other data; and

WHEREAS, the USDA/NASS conducts the Census of Agriculture every five years that is the only source of uniform, comprehensive agricultural data for every state and county in the United States; and

WHEREAS, participation in the Census of Agriculture is required by law, and that same law protects the confidentiality of all individual responses;

THEREFORE, BE IT RESOLVED that the National Potato Council reaffirms its endorsement of the NASS and urges growers to participate in potato acreage and inventory surveys, including production inputs, so that the information gathered and analyzed is as complete and representative as possible.

BE IT FURTHER RESOLVED that the National Potato Council encourages all U.S. potato growers to participate in the Census of Agriculture.

## IV. TRADE

### RESOLUTION C-1: MARKET ACCESS PRIORITIES

WHEREAS, the National Potato Council seeks liberalized and fair access for U.S. fresh and processed potato exports to all foreign markets, and particularly to the fast-growing markets of Asia and Latin America; and

WHEREAS, high tariffs, restrictive tariff-rate quotas, trade-distorting foreign subsidies, and scientifically unjustified phytosanitary restrictions continue to restrict and impede access for U.S. potato exports; and

WHEREAS, the National Potato Council has actively supported U.S. bilateral and regional free trade agreements that eliminate or substantially reduce tariffs and other market access barriers impeding exports of U.S. fresh and processed potatoes; and

WHEREAS, the National Potato Council has supported the Doha Round of multilateral trade negotiations under the World Trade Organization on the basis that those negotiations seek liberalized access for U.S. potato exports to developed and developing country markets and enforceable sanitary and phytosanitary rules based on sound scientific principles;

THEREFORE, BE IT RESOLVED that the National Potato Council continues to encourage the United States to participate in multilateral and bilateral and regional trade negotiations that seek liberalized and fair access for U.S. fresh and processed potato exports. To this end, the National Potato Council supports continuing multilateral trade negotiations in the World Trade Organization, and bilateral and regional free trade agreement negotiations with countries that offer meaningful market opportunities for U.S. potato products, provided those negotiations result in agreements that achieve substantial reductions in or the elimination of foreign tariffs, restrictive tariff-rate quotas, and trade-distorting subsidies affecting U.S. fresh and processed potato exports, and include strong disciplines to address scientifically unjustified phytosanitary restrictions on U.S. potato products;

BE IT FURTHER RESOLVED that the National Potato Council urges the Administration, including the United States Trade Representative and the Secretary of Agriculture, to aggressively enforce existing trade agreements, including agreements requiring strict adherence to scientifically justified phytosanitary measures;

BE IT FURTHER RESOLVED that the National Potato Council encourages the Administration, and the United States Trade Representative and the Secretary of Agriculture in particular, to work closely with the National Potato Council and its allied organizations to achieve the above priority trade objectives of the U.S. potato industry.

### RESOLUTION C-2: IMPORTED POTATOES FOR SEED

WHEREAS, the U.S. potato industry is dependent upon quality seed; and

WHEREAS, the movement of potato pests can occur by seed transmission; and

WHEREAS, the movement of these potato pests hinder the ability of the U.S. seed industry to provide the quality of seed needed by the industry; and

WHEREAS, it is general practice in the United States to require inspection at shipping point for certified seed potatoes; and

WHEREAS, the MOU establishing the State National Harmonization Program for Seed Potatoes (SNHP) has been ratified by the majority of seed-producing states and that program mandates inspection at shipping point for all interstate seed shipments;

THEREFORE, BE IT RESOLVED that the National Potato Council directs USDA/APHIS to require inspection at the shipping point equivalent to that in the SNHP for seed potatoes shipped to the U.S. from Canada.

### RESOLUTION C-3: TRADE PROMOTION AUTHORITY

WHEREAS, the U.S. potato industry is a major global exporter of potatoes and potato products, and

WHEREAS, other competing potato producing countries are quickly negotiating Free Trade Agreements that give them a competitive advantage over U.S. products in global markets, and

WHEREAS, U.S. potato producers will be at risk of losing substantial market share if our government cannot effectively and quickly continue to negotiate Free Trade Agreements.

THEREFORE, BE IT RESOLVED that the National Potato Council urges Congress to quickly approve Trade Promotion Authority for the Administration so that the Administration can negotiate fair and equitable trade agreements so that the U.S. potato industry remains competitive in global export markets.

### RESOLUTION C-4: SEED POTATO SAMPLING PROTOCOL

WHEREAS, the National Potato Council recommends that APHIS support a U.S./Canada sampling protocol consistent with the latest available science for all seed potatoes exported or imported between the two nations,

THEREFORE, BE IT RESOLVED that the National Potato Council further recommends that APHIS support the Independent International Science Panel PCN Guidelines.

### RESOLUTION C-5: MAXIMUM RESIDUE LEVELS (MRLS)

WHEREAS, many countries are establishing their own national pesticide Maximum Residue Level (MRL) systems to promote responsible use of pesticides domestically and to promote food safety; and

WHEREAS, this trend is likely to continue; and

WHEREAS, many of these countries are key export markets for U.S. potato products; and

WHEREAS, U.S. potato suppliers are being asked by foreign governments and importers to meet these new residue standards; and

WHEREAS, it is in the interest of the U.S. potato industry to have new foreign potato MRLs established at levels harmonized with U.S. potato MRLs;

THEREFORE, BE IT RESOLVED that the National Potato Council will work with the USDA Foreign Agricultural Service (FAS), U.S. Environmental Protection Agency (USEPA), chemical registrants, and foreign governments to seek to establish foreign potato MRLs at levels that do not hinder U.S. potato exports.



## V. LABOR RELATIONS

### RESOLUTION D-1: IMMIGRATION REFORM

WHEREAS, undocumented farm workers make up a significant portion of the agricultural labor force; and

WHEREAS, the H-2A program does not provide an adequate supply of seasonal workers to meet the needs of agriculture;

THEREFORE, BE IT RESOLVED that the National Potato Council support comprehensive immigration reform legislation that would reform agricultural guest worker programs and allow undocumented workers who have been employed in agriculture to continue legally working in the U.S. agricultural industry.

### RESOLUTION D-2: LABOR DISPUTES

WHEREAS, disruptions in shipping can have significant adverse impacts on all U.S. exports; and

WHEREAS, the U.S. potato industry is heavily dependent on potato exports for its long-term growth and economic success; and

WHEREAS, disruptions of exports represents a threat to economic national security; and

WHEREAS, manmade disruptions caused by labor disputes should be avoided whenever possible;

THEREFORE, BE IT RESOLVED that labor disputes causing labor shortages that would have an adverse effect in the shipping and marketing of U.S. potato products for export should be resolved as quickly as possible and require full engagement by all levels of the federal government.

## VI. LEGAL and RISK MANAGEMENT

### RESOLUTION E-1: POTATO CROP INSURANCE PROGRAM

WHEREAS, the USDA Risk Management Agency (RMA) has initiated a potato crop insurance program;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the RMA to have a federal all-risk insurance program available to all potato producers on a “producer option” basis, with a yield determination to be set on an individual farm basis;

BE IT FURTHER RESOLVED that the National Potato Council work with the RMA to explore implementation of an early generation certified seed potato option which allows for additional coverage for loss of certification and recertification of seed;

BE IT FURTHER RESOLVED that the National Potato Council work with the RMA to create greater policy uniformity between growing regions

while recognizing regional scientifically supported differences;

BE IT FURTHER RESOLVED that the National Potato Council support RMA product development, which do not promote overproduction or waste, fraud and abuse of the Risk Management Program(s).

## VII. TRANSPORTATION

### RESOLUTION F-1: RAIL CARRIERS

WHEREAS, lack of access to environmentally-friendly, efficient rail service is a major concern of rail customers; since Congress passed the Staggers Rail Act of 1980, more than 40 mergers and consolidations have decreased the number of Class I railroads from over 40 to only seven. Four of these major railroads control more than 90 percent of the rail revenue and own over 90 percent of the country’s track miles; and

WHEREAS, the lack of competition has increased captive shippers, raised rail rates, and has led to deterioration in service quality, leaving some potato shippers (and their consumers) captive to a single railroad; and

WHEREAS, a barrier to competition in the rail industry is tie-in agreements between short line railroads and major railroads. These agreements prevent the short line from moving freight to or from any railroad other than the Class I railroad from which it is leasing its track; and

WHEREAS, the Department of Justice has indicated to Congress that the failure to provide a rate to a competing railroad and “tie-in” agreements could be a violation of the Sherman Antitrust Act; and

WHEREAS, consolidation of rail carriers and track abandonment have resulted in a reduction of competition by railroads for shipments of perishable products; and

WHEREAS, the rulings of the federal rail regulatory agency have not protected the interests of shippers from the anticompetitive impacts of mergers, captive shippers and unreasonable rate structures; THEREFORE, BE IT RESOLVED that the National Potato Council support actions by Congress to address the lack of competition and rate transparency in the rail industry;

BE IT FURTHER RESOLVED, that the National Potato Council should collaborate with relevant organizations to assist in the passage of legislation to correct these unfair competition practices.

### RESOLUTION F-2: TRUCK TRANSPORTATION

WHEREAS, truck weights are not consistent across the United States and these inconsistencies limit efficient transportation options for agriculture; and

WHEREAS, many rural areas are truck dependent and need an increase in overall gross vehicle weight to 97,000 pounds on federal interstate highways on vehicles equipped with a sixth axle; and

WHEREAS, increasing vehicle weights and adding axles will reduce fuel use and generate environmental benefits and the addition of a sixth axle to any tractor/semi-trailer will result in improved braking ability and a “softer footprint” on the highway through improved weight distribution;

THEREFORE, BE IT RESOLVED that the National Potato Council supports increased overall gross vehicle weight of at least 97,000 pounds on federal interstate highways;

BE IT FURTHER RESOLVED, that the National Potato Council supports vehicles with a gross vehicle weight of 97,000 pounds equipped with a sixth axle.

## VIII. ENERGY

### RESOLUTION G-1: FEDERAL POWER PROJECTS

WHEREAS, various Administrations and Members of Congress have proposed selling the federal power projects that supply water and electricity to agriculture across the country; and

WHEREAS, these projects are cost effective and are of great benefit to the public in general;

THEREFORE, BE IT RESOLVED that the National Potato Council opposes the sale of these projects to private industry.

### RESOLUTION G-2: RENEWABLE FUEL

WHEREAS, deficit spending and trade deficits must be reduced; and

WHEREAS, millions of new jobs would be created in America by activating the nation’s basic industries, specifically the agricultural industry to produce renewable fuels; and

WHEREAS, the almost total reliance on fossil fuels to meet this nation’s energy needs is exhausting domestic petroleum supplies, thereby requiring increased imports; and

WHEREAS, the transition from fossil fuels to cleaner burning renewable fuels like ethanol and biodiesel will be key in addressing the nation’s most pressing economic, environmental, and energy security issues; and

WHEREAS, America has the most productive agricultural sector in the world with new opportunities for farmers to expand crop production, including trees and grasses for the conversion of crops and cellulosic biomass into renewable fuels; and



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WHEREAS, these domestic, renewable, and clean burning renewable fuels enhance the nation's energy security and the environment of the planet; and

WHEREAS, the greatly increased production of renewable fuels will stimulate the nation's basic industries and the rural economy by bringing home the transportation fuels market and creating new jobs;

THEREFORE, BE IT RESOLVED that the National Potato Council requests the President, Congress, and the U.S. Departments of Agriculture and Energy, as well as the Environmental Protection Agency, to support incentives so the nation's transportation fuels can continue to be produced from renewable agricultural and biomass sources.

## IX. ENVIRONMENT

### RESOLUTION H-1: ENDANGERED SPECIES ACT

WHEREAS, the Endangered Species Act (ESA) was enacted to ensure that endangered or threatened species and their habitats are protected; and

WHEREAS, the National Potato Council supports a balanced scientific approach to the protection of endangered and threatened species and their habitat; and

WHEREAS, the ESA has not been modified since it was enacted to reflect the current scientific understanding of species and habitat and the interpretation of the statute by the federal government, state governments, and the courts has precluded a common-sense approach to its implementation; and

WHEREAS, the consultation process between the National Marine Fisheries Service and the National Wildlife Service (the Services) and the U.S. Environmental Protection Agency (EPA) as required by the ESA is inefficient, cumbersome, and confusing;

THEREFORE, BE IT RESOLVED that the National Potato Council support the enactment of legislation to reform the ESA;

BE IT FURTHER RESOLVED that the needed legislative changes should include:

- (1) Public hearings within each region affected should be held before the listing of a species as endangered or threatened;
- (2) Use of economic data and a peer review process prior to listing of the species;
- (3) Requirement of an economic impact study of all actions taken under the act that would perpetuate the existence of an endangered species;
- (4) Improvement of the relief mechanism by allowing the Secretary of the Interior to consult with private landowners and to issue general

incidental take permits for certain activities known to have minimal adverse effect on the listed species and by establishing an administrative process to compensate private property owners;

(5) If findings determine that costs associated with a recovery plan are an unreasonable allocation of available resources, or if it is found that social or economic impacts in the area affected would be too great, the Secretary of the Interior may opt not to implement recovery plans;

(6) Listings or designations of critical habitats which impair existing uses by right of public or private property would be defined as "private or public property takings" and be subject to just compensation; and

(7) Clarification for the consultation requirements that would allow federal agencies to act on determinations made by their scientists without consultation with other agencies when the determination is made that an action will have minimal impact on a species.

### RESOLUTION H-2: FLOW AUGMENTATION

WHEREAS, large volume water "summer spill" or "flow augmentation" programs in the Columbia-Snake River system were initiated by the National Oceanic and Atmospheric Administration (NOAA) Fisheries Service, requiring more than 10 million acre feet (MAF) of water annually from reservoirs for flow augmentation; and

WHEREAS, more than a decade of research at the Washington Power Planning Council and University of Washington has shown that the NOAA Fisheries flow augmentation program, which increases summer spill and river flow through draw downs of reservoirs, has been ineffective and does not measurably impact fish survival; and

WHEREAS, research and studies have also shown that ocean effects including water temperature, nutrients, and predation by humans and animals dramatically impact salmon mortality; and

WHEREAS, technological improvements at hydro operations, such as fish friendly turbines, ladders and screens, have significantly reduced risk to fish runs; and

WHEREAS, the "flow augmentation" program has never been clearly justified by NOAA Fisheries Service; and

WHEREAS, the five year average annual cost of spilling this water over the dams is calculated at over \$394 million due to the loss of power generation from diverting water from the turbines and the higher costs associated with purchasing replacement power from other sources; and

WHEREAS, environmental groups have filed or are

filing notice of intent to sue for even larger flows from upstream reservoirs which threaten to dry up several million acres of irrigated land;

THEREFORE, BE IT RESOLVED that the National Potato Council urges the Administration and Congress to halt or oppose the current NOAA Fisheries Service summer spill or flow augmentation program, as it offers no benefit to fish survival while creating unnecessary social and economic costs.

### RESOLUTION H-3: CLIMATE CHANGE

WHEREAS, the United Nations Global Climate Change Treaty is currently being redrafted and discussions will be ongoing on many of the major issues that need to be addressed before an agreement can be reached on a draft treaty; and

WHEREAS, the current emission reduction treaty would have applied stringent reductions by developed countries; and

WHEREAS, the current emission reduction treaty does not apply similar reductions to developing countries; and

WHEREAS, for the U.S. potato producer to have complied with such emission reductions may have increased the cost of fuel, electricity, fertilizer, and chemicals and would have created an increased cost of production to the producer and an increased cost of food to the consumer; and

WHEREAS, the U.S. potato producers market potatoes and potato products globally, it would have placed the U.S. producer in an unfair marketing situation;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the Administration and the Congress to assure that any new treaty, climate change legislation or regulatory actions do not unduly burden U.S. potato growers; and that the U.S. potato industry continue to work diligently to conserve energy resources, utilize alternative energy sources and lessen greenhouse emissions on a voluntary basis in order to mitigate the need for any statutory or regulatory requirements.

### RESOLUTION H-4: SUSTAINABILITY / GAP AUDITS

WHEREAS, there has been a proliferation of proposed audits for standards related to sustainability and good agricultural practices; and

WHEREAS, the market will eventually, and may soon, demand such a standard; and

WHEREAS, U.S. potato growers can be proactive and help drive the policy discussion around such a standard;

WHEREAS, multiple standards can unnecessarily increase costs of compliance for U.S. potato growers;





THEREFORE, BE IT RESOLVED that the National Potato Council supports the pursuit of a single audit for sustainability standards and good agricultural practices.

## **X. RESEARCH – TECHNOLOGY – DISEASE CONTROL**

### **RESOLUTION I-1: TECHNOLOGY/BIOTECHNOLOGY**

WHEREAS, the world's standard of living and people's diets have steadily improved through agricultural research and technological advancements such as the development of hybrid seeds, fertilizers, pesticides, animal vaccines, and better animal husbandry; and

WHEREAS, biotechnology is the next frontier for major improvements in agricultural productivity, environmental safety, and nutritional quality; and WHEREAS, the prosperity of the U.S. potato and potato food processing industry depends largely on access to the latest technology to remain competitive in the global marketplace;

THEREFORE, BE IT RESOLVED that the National Potato Council supports biotechnology research and encourages the safe and steady development of biotechnology and the adoption of regulations and guidelines that encourages the research, development, and commercialization of biotechnologically-produced products; and

BE IT FURTHER RESOLVED that the National Potato Council supports the efforts and research of new food technology which will diversify, develop, and expand further usage of potatoes and that will enhance nutritional value and develop new potato markets.

### **RESOLUTION I-2: CERTIFIED SEED PROGRAMS**

WHEREAS, potato pests can place a severe hardship on the U.S. potato industry; and

WHEREAS, these pests are often spread through the movement of seed potatoes from one place to another; and

WHEREAS, certified seed can help reduce disease movement through careful monitoring of seed lots;

THEREFORE, BE IT RESOLVED that the National Potato Council use its educational resources to inform growers of the benefits of certified seed programs and encourage their adoption.

### **RESOLUTION I-3: POTATO PRODUCTION RESEARCH**

WHEREAS, there is a continuing need for research work related to production problems in potatoes and the impact of production problems on product quality;

THEREFORE, BE IT RESOLVED that the National

Potato Council support and otherwise assist the various production areas in developing pertinent production research on potatoes;

BE IT FURTHER RESOLVED that the National Potato Council pursue the concept of national research pertaining to quality whereby states, where possible, combine their research resources and coordinate the work carried out on common research problems;

BE IT FURTHER RESOLVED that the National Potato Council work to ensure that the potato industry, which produces the nation's largest vegetable crop, obtain a fairer share of federal research dollars.

### **RESOLUTION I-4: AGRICULTURAL TECHNOLOGY AND CHEMICALS**

WHEREAS, traditional agricultural chemicals and non-traditional control methods are critical to efficient crop production;

THEREFORE, BE IT RESOLVED that the National Potato Council work actively to ensure the continued availability of currently registered products and encourage research in alternatives and new products.

### **RESOLUTION I-5: LATE BLIGHT CONTROL**

WHEREAS, commercial and seed growers across the U.S. can suffer serious losses from late blight; and

WHEREAS, new strains of late blight have been found in all states that produce potatoes; and

WHEREAS, buyers of certified seed currently can obtain from seed growers and their state certification agencies the North American Certified Seed Potato Health Certificate, which contains all pertinent information on a particular seed lot; and WHEREAS, the state of knowledge with respect to the detection, biology of the pathogen, and epidemiology of the late blight prevents the establishment of reasonable tolerances or timely testing procedures for potato seed lots at shipping point;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently with all interested parties including state and federal agencies to accomplish the following:

- (1) Encourage planting of certified seed;
- (2) Support mandatory measures to ensure the timely and effective elimination of cull piles;
- (3) Control sources of infection (i.e. fields, volunteers, gardens, other host carriers, retail distribution centers, and other possible sources);
- (4) Expanded research and education;
- (5) Enhanced disclosure of information;
- (6) Development of a national late blight screening

program to include the following:

- a) screening prior to shipping on a voluntary basis,
- b) uniform protocol,
- c) secondary verification of testing protocol, and
- d) funding;

(7) Develop a uniform rating system for late blight resistance for all seed varieties introduced into the U.S. potato industry or entering channels of commerce to include the following criteria:

- a) all testing to be done at a central location for consistent results prior to release,
  - b) use of the most virulent strains in testing,
  - c) both tuber and foliage should be rated,
  - d) look for vehicles to assure compliance such as the Plant Variety Protection Act, state and/or federal certification, and inspection services; and
- (8) Pursue all other possible means to limit the impact of late blight.

### **RESOLUTION I-6: LATE BLIGHT RESEARCH**

WHEREAS, the U.S. potato and tomato industries' future is in peril due to a nationwide outbreak of aggressive strains of potato late blight; and

WHEREAS, control of aggressive strains of potato late blight is predicated on an interdisciplinary effort of basic and applied research performed at land grant universities across the U.S.; and

WHEREAS, the completion of the basic and applied research to control late blight requires adequate funding, coordination, and cooperation between the National Potato Council, USDA, EPA, the U.S. Congress, and the various land grant research institutions;

THEREFORE, BE IT RESOLVED that the National Potato Council supports funding for control of strains of late blight from the United States;

BE IT FURTHER RESOLVED upon Congressional appropriation that the USDA-NIFA IPM program be the administrator of the funds (under the guidance of the USDA-NIFA Potato Industry Working Group) and provide proper oversight on eradication research and overall progress of funded efforts.

### **RESOLUTION I-7: GOLDEN NEMATODE QUARANTINE**

WHEREAS, an Animal Plant Health Inspection Service (APHIS) quarantine has been in effect for over 50 years in identified locations in the state of New York; and

WHEREAS, the quarantine has contained the pest to these locations; and

WHEREAS, state university diagnostic labs and private labs routinely analyze soil samples to detect nematode populations; and



# Issues & Resolutions



WHEREAS, no new Golden Nematode populations have been reported outside of the quarantine areas;

THEREFORE, BE IT RESOLVED that the National Potato Council commend APHIS, particularly the personnel at the Avoca, NY lab, and further commend Cornell University for their diligent efforts which resulted in the successful quarantine of Golden Nematode;

BE IT FURTHER RESOLVED that the National Potato Council encourages APHIS to fully fund the quarantine program for Golden Nematode in New York.

## RESOLUTION I-8: QUARANTINE PEST COMPENSATION OR "SAFETY NET" PLAN

WHEREAS, the Potato Cyst Nematode *Globodera Pallida* (PCN) has been discovered in the United States; and

WHEREAS, the Animal Plant Health Inspection Service (APHIS) of USDA and state authorities are to be congratulated for their quick response and hard work invested in delimiting the area with PCN and controlling further spread; and

WHEREAS, the current system for controlling the spread of quarantine pests can actually encourage the spread of quarantine pests, rather than stopping it, due to the fact that growers found with a quarantine pest are penalized financially by regulations imposed to prevent the spread; and

WHEREAS, growers need a "safety net," or system of compensation, for losses incurred when a quarantine pest is discovered that will remove the penalty for its discovery and remove a disincentive for growers to report pest finds and participate in surveys; and

WHEREAS, APHIS is working with states to conduct a national survey for PCN;

THEREFORE, BE IT RESOLVED that the National Potato Council work with APHIS, other agencies, and Congress to implement a safety net, or compensation system, that will be effective in containing the spread of PCN or any new quarantine pest by removing the financial penalties currently imposed on growers;

BE IT FURTHER RESOLVED that the National Potato Council request that APHIS verifies that the nationwide PCN survey follow scientific standards.

## RESOLUTION I-9: QUARANTINE PEST SYSTEM REVIEW

WHEREAS, the Potato Cyst Nematode *Globodera Pallida* (PCN) has been discovered in the United States; and

WHEREAS, PCN is a quarantine pest; and

WHEREAS, the discovery of a quarantine pest causes hardship on growers, thus discouraging par-

ticipation in surveys and containment programs; and

WHEREAS, the current system of quarantine pest management does not provide incentives for early detection, prevention and systematic approach to prevention, eradication or control as circumstances warrant; and

WHEREAS, Canada, Mexico, and the United States have different systems in place for managing quarantine pest introductions and spread;

THEREFORE, BE IT RESOLVED that the National Potato Council work for a comprehensive review of the U.S. quarantine pest management system in conjunction with Canada and Mexico, to harmonize standards, processes, and procedures and that steps should be taken to jointly work with Canada and Mexico to develop a workable tri-country management plan for any quarantine pest find;

BE IT FURTHER RESOLVED that the National Potato Council support a thorough evaluation and reform of the quarantine pest list and system for managing quarantine pests that will encourage a cooperative grower response.

## RESOLUTION I-10: IDAHO POTATO CYST NEMATODE ERADICATION PROGRAM

WHEREAS, an Animal Plant Health Inspection Service (APHIS) eradication program has been in effect for almost seven (7) years in identified locations in the state of Idaho; and

WHEREAS, the Idaho program has contained the pest to these locations; and

WHEREAS, state university diagnostic labs and private labs routinely analyze soil samples to detect nematode populations; and

WHEREAS, no new *Pallida* Nematode populations have been reported outside of the regulated areas;

WHEREAS, APHIS working in partnership with the Idaho Department of Agriculture and the University of Idaho have conducted an effective program to move toward eradication of the *Pallida* Nematode;

BE IT RESOLVED that the National Potato Council encourages USDA to fully fund the quarantine and eradication program for the *Pallida* Nematode in Idaho.

## XI. MARKETING AND POTATO INDUSTRY PROBLEMS

We recognize that there are many existing conditions which adversely affect the overall welfare of the potato industry. Many of these problems are exclusive to the potato industry.

Other problems affect all of agriculture. In the interest of stabilizing and strengthening both the potato industry and all of agriculture, we

recommend and support the following resolutions:

### RESOLUTION J-1: POTATO MARKETS

WHEREAS, the National Potato Council is keenly interested in promoting, protecting, and advancing the economic well-being of the potato producer, we recognize that all markets for potatoes are important and should be preserved, protected; and if possible, expanded;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently to protect and defend all existing markets for fresh, seed, frozen, and other potatoes and strive to develop new markets, both foreign and domestic.

### RESOLUTION J-2: FLEXIBLE ACREAGE

WHEREAS, both the 1996 and 2002 Farm Bill prohibit the planting of potatoes on contract acreage without the loss of contract payment and the reduction of contract acres except under certain specific exemptions; and

WHEREAS, the 2008 Farm Bill creates a pilot program to allow the planting of fruits and vegetables for processing on program acres; and

WHEREAS, these contract payments and other government programs can inadvertently result in market distortion that can cause economic harm to U.S. potato farmers;

THEREFORE, BE IT RESOLVED that the National Potato Council strongly supports the discontinuation of any activity by the federal government that results in market distortion;

BE IT FURTHER RESOLVED that the National Potato Council supports the analysis of any economic impacts—intended or not—of any proposed federal agriculture support program prior to its implementation.

### RESOLUTION J-3: PACA RECEIVING PRACTICES

WHEREAS, current PACA regulations permit a receiver to unload and take control of produce without accepting it; and

WHEREAS, receiving practices detrimental to potato and vegetable producers have developed as a result;

THEREFORE, BE IT RESOLVED that the National Potato Council supports efforts to amend the PACA to correct this problem.

### RESOLUTION J-4: UNIFORMITY OF GRADES BETWEEN INDIVIDUAL SHIPPING, AND RECEIVING POINT INSPECTIONS

WHEREAS, the potato industry has become more mechanized in harvesting, packaging, and shipping of potatoes; and

WHEREAS, consumers require fresh potatoes that are consistent in appearance, quality, uniformity of size, and are bruise-free; and



WHEREAS, a variety of factors including dirt, rot, internal defects, greening, size, grading, bruising, and sampling methods can contribute to a lack of consistency in marketable product; and

WHEREAS, the federal/state inspection services do not always reach the desired level of uniformity between individual inspectors, between shipping point and receiving point, and between states and regions;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the USDA to develop research and data on the problem of conditional defects to be included in the U.S. Grade Standards; BE IT FURTHER RESOLVED that the National Potato Council work with USDA Fresh Fruit and Vegetable Inspections using the best available technology to implement increased uniformity of grades between individual inspectors and between shipping and receiving points throughout the United States.

#### **RESOLUTION J-5: RESEARCH, PROMOTION, AND QUALITY-CONTROL PROGRAMS**

WHEREAS, federal and state research, promotion, and quality control programs are important potato industry self-help programs benefiting both producers and consumers; and

WHEREAS, such programs allow potato producers to collectively address industry issues of concern; and

WHEREAS, other sources of federal and state assistance are diminishing due to budget pressures; and

WHEREAS, such programs all contain provisions to allow producers to administratively seek redress of grievances; and

WHEREAS, such programs are legitimate exercises of federal and state authority;

THEREFORE, BE IT RESOLVED that the National Potato Council continue to support federal and state research, promotion, and quality control self-help programs for the benefit of potato producers and consumers;

BE IT FURTHER RESOLVED that the National Potato Council strongly support the ruling by the U.S. Supreme Court which unequivocally upheld the constitutionality of these programs.

#### **RESOLUTION J-6: MARKETING ORDERS**

WHEREAS, federal marketing orders cover over 65 percent of the fall potatoes and over 15 percent of the summer potatoes produced in the United States. The primary feature of the marketing orders governing potatoes allows the use of grade and size regulations that must be met for all shipments under the order. By regulating the quality that can be shipped, these marketing orders help

keep inferior grades of potatoes from depressing the market for the entire crop. Equally as important these orders help to build consumer confidence as a constant supply of high-quality potatoes remain available throughout the year;

THEREFORE, BE IT RESOLVED that the National Potato Council strongly supports the continuation of federal marketing orders for potatoes as the quality provisions bring equal benefit to both producer and consumer.

#### **RESOLUTION J-7: POTATO EXPORT PROMOTION**

WHEREAS, the current Farm Bill reauthorized the Market Access Program (MAP) at a minimum level of \$200 million a year beginning in Fiscal Year 2008;

THEREFORE, BE IT RESOLVED that the National Potato Council opposes any efforts to reduce the funding for this valuable promotion program;

BE IT FURTHER RESOLVED that the National Potato Council supports the permanent funding of MAP at a minimum of \$200 million.

### **XII. TAXES AND REGULATIONS**

#### **RESOLUTION K-1: FEDERAL TAX CODE**

WHEREAS, U.S. potato growers compete in a global marketplace; and

WHEREAS, input costs for U.S. potato growers are constantly increasing, resulting in lower profit margins; and

WHEREAS, the current tax structure is heavily weighted on assets like farmland which is at a historically high level of value; and

WHEREAS, responsible tax reforms are needed to keep potato producers competitive;

THEREFORE, BE IT RESOLVED that the National Potato Council supports tax reform that enhances the competitiveness of the U.S. potato industry in the global marketplace, including lower overall tax rates, the permanent repeal of estate taxes;

BE IT FURTHER RESOLVED that the National Potato Council strongly opposes any increase in capital gains taxes.

#### **RESOLUTION K-2: FEDERAL REGULATIONS**

WHEREAS, U.S. potato growers compete in a global marketplace; and

WHEREAS, the regulatory burden on farmers in the United States is increasing; and

WHEREAS, the economic impact of an excessive regulatory agenda can be significantly negative for U.S. potato growers and make it more difficult to be competitive in a global marketplace;

THEREFORE, BE IT RESOLVED that the National Potato Council supports a responsible regulatory structure in the United States;

# Issues & Resolutions

BE IT FURTHER RESOLVED that the National Potato Council supports full transparency of the economic impact of proposed regulations on U.S. potato farmers.

### **XIII. QUALITY AND FOOD SAFETY**

The National Potato Council is greatly concerned with the overall appearance and quality of potatoes found in the fresh retail markets. Satisfying the needs of the consumer is critical to the continued success of the potato industry. We recognize that the consuming public expects and is entitled to purchase produce that is clean and has a fresh appearance.

#### **RESOLUTION L-1: IMPORT INSPECTIONS**

WHEREAS, increasing amounts of fresh and processed fruits and vegetables are being imported into the United States; and

WHEREAS, fruits and vegetables offered to the consumer in U.S. stores must be consistent in adhering to federal standards for food safety;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently to ensure that fruits and vegetables imported into the United States are subject to adequate inspections to assure that they meet the same standards for chemical residue, grades, and packaging as is required of U.S. produce;

BE IT FURTHER RESOLVED that fees for inspections for imported fruits and vegetables are assessed on the importer;

BE IT FURTHER RESOLVED that penalties commensurate to those applied to U.S. growers be levied upon produce not meeting standards so set.

#### **RESOLUTION L-2: APHIS INSPECTIONS**

WHEREAS, that the National Potato Council strongly encourages USDA-APHIS to regulate the importation of plant material and associated growing medium for the pathogen that causes brown rot of potato (*Ralston solanacearum*) from countries which are infested with the pathogen;

BE IT FURTHER RESOLVED that the National Potato Council recommends that the states survey seed lots in their winter test plots for PVY<sup>ntn</sup>;

BE IT FURTHER RESOLVED that the National Potato Council request that USDA-APHIS formalize its relationship with state certification agencies with respect to seed export matters.

#### **RESOLUTION L-3: FOOD SAFETY PROGRAMS**

WHEREAS, Congress and Federal Agencies are considering revisions to the Food Safety Standards.

THEREFORE, BE IT RESOLVED that the National Potato Council encourages these programs be based on risk analysis and be commodity specific.





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## Grower & Public Relations Committee

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## 2015 State Voting Delegates

The State Voting Delegates of the National Potato Council are nominated by individual potato producing states to serve as state representatives on NPC issues and policy resolutions. The number of State Voting Delegates allotted per state is based on potato production, with at least one vote allotted per potato producing state.

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# OUR BIG IDAHO® POTATO TRUCK

is serving up A Big Helping to local charities



Our Big Idaho® Potato Truck is back for a fourth exciting tour. To date, we've traveled through 48 states and over 3000 towns and cities, and the resulting publicity has exceeded even our highest expectations. Now, we're back with an all-new tour supporting local charities. Look for us on the road and at high-profile events including the Kentucky Derby, NASCAR, the National Memorial Day Parade in Arlington, VA and more. It's about to become another record-setting year for Idaho® Potatoes.



IDAHOPOTATO.COM

## State Potato Grower Organizations

### California

#### Kern Produce Shippers Association

P.O. Box 98  
Edison, CA 93220  
contact: Tom Franconi  
p: (661) 366-5721  
e: mazzfran@sbcglobal.net

#### Tulelake Growers Association

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356 Main Street  
Tulelake, CA 96134  
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p: (530) 667-5214  
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#### United Potato Growers of the Klamath Basin

P.O. Box 523  
Merrill, OR 97633  
contact: Ed Staunton  
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e: stauntoned@gmail.com  
w: www.unitedpotatokb.com

#### Western Growers Association

17620 Fitch Street  
Irvine, CA 92614  
contact: Matt McInerney  
p: (949) 885-2263  
e: mmcinerney@wga.com  
w: www.wga.com

### Colorado

#### Colorado Potato Administrative Committee Area II

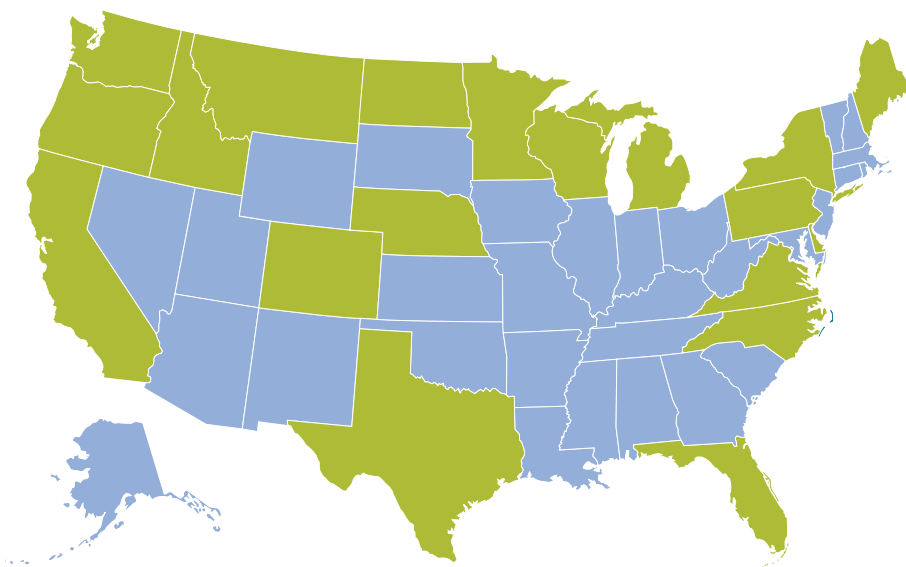
P.O. Box 348  
1305 Park Avenue  
Monte Vista, CO 81144  
contact: Jim Ehrlich  
p: (719) 852-3322  
e: jehrich@coloradopotato.org  
w: www.coloradopotato.org

#### Colorado Potato Administrative Committee Area III

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528 7th Street  
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#### United Fresh Potato Growers of Colorado

101 Adams Street  
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Monte Vista, CO 81144  
contact: Lyla Davis  
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e: unitedpotatoco@qwestoffice.net  
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### Delaware

#### Delaware Potato Board Delaware Department of Agriculture

2320 S. Dupont Highway  
Dover, DE 19901  
contact: Philip Towle  
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### Florida

#### North Florida Growers Exchange

P.O. Box 655  
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Elkton, FL 32033  
contact: Danny Johns  
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e: danny@bsffl.com

#### South Florida Potato Growers Exchange

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Winter Park, FL 32789  
contact: Mike Hevener  
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### Idaho

#### Idaho-Eastern Oregon Potato Committee

3670 S. 25th East, Suite 3  
Idaho Falls, ID 83404  
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e: potatocommittee@gmail.com

#### Idaho Grower Shippers Association

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3670 S. 25th East, Suite 3  
Idaho Falls, ID 83404  
contact: Mark Klompier  
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w: www.idahoshippers.org

#### Idaho Potato Commission

661 S. Rivershore Lane, Suite 230  
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contact: Pat Kole  
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w: www.idahopotato.com

#### United Potato Growers of Idaho

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contact: Rick Shawwer  
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### Kansas

See: Texas – United Southwest Potato Growers of America

### Maine

#### Agricultural Bargaining Council

744 Main Street, Suite 6  
Presque Isle, ME 04769  
contact: Dana Wright  
p: (207) 764-3380  
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#### Maine Potato Board

744 Main Street, Room 1  
Presque Isle, ME 04769  
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# Membership & Contacts

## Michigan

### Michigan Potato Industry Commission

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## Minnesota

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### Northern Plains Potato Growers Association

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contact: Chuck Gunnerson  
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### Red River Valley Fresh Potato Growers Cooperative

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## Montana

### Montana Potato Advisory Committee

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Montana Department of Agriculture  
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### United Potato Growers of Montana

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## Nebraska

### Nebraska Potato Council

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See: Texas – United Southwest Potato Growers of America

## New Mexico

See: Texas – United Southwest Potato Growers of America

## New York

### Empire State Potato Growers

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### North Carolina Potato Association

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See: Minnesota – Red River Valley Fresh Potato Growers Cooperative

## Oregon

### Oregon Potato Commission

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See: California – United Potato Growers of the Klamath Basin

See: Idaho – Idaho-Eastern Oregon Potato Committee

See: Washington – United Fresh Potato Growers of Washington and Oregon

## Pennsylvania

### Pennsylvania Cooperative Potato Growers

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## Texas

### United Southwest Potato Growers of America

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Salt Lake City, UT 84121  
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## Virginia

### Association of Virginia Potato and Vegetable Growers

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## Washington

### United Fresh Potato Growers of Washington/Oregon

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### Washington State Potato Commission

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## Wisconsin

### United Potato Growers Cooperative of Wisconsin

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### Wisconsin Potato & Vegetable Growers Association

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w: www.wisconsinpotatoes.com

**S**ustaining Members are regional and national companies and organizations that have a direct interest in the success of the U.S. potato industry and contribute annually to support the activities of NPC.



#### 14GROUP, INC.

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Located centrally in the Northwest's potato growing area, 14GROUP, Inc. is the leading distributor of post-harvest products developed to extend the dormancy and shelf-life of potatoes. In collaborative efforts with leading university researchers and private industry, we are dedicated to continued development of new and improved post-harvest chemical applications. From the harvest of your crop to your customer's dock, you will find a complete family of complementary treatments that protect the quality and condition of your potatoes. In addition, our clients receive services such as storage consulting, access to an in-house engineer, technical support, laboratory and field testing, and assistance with application technology.



#### ACETO AGRICULTURAL CHEMICALS CORPORATION

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Aceto Agricultural Chemicals Corporation is the world's leading supplier of potato sprout inhibitor products. Aceto provides the potato industry with a complete portfolio of innovative sprout control products, including: our best-in-class, solvent-free Sprout Nip Pellets; our unique Amplify (DIPN) sprout inhibitor; and our reliable, and effective,

Shield 3EC and Shelf Life 2EC products for use at packing. In addition, we aggressively carryout research to develop new products to improve stored potato quality and profitability of the potato industry. Aceto is a proud supporter of the National Potato Council.



#### AG WORLD SUPPORT SYSTEMS

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Ag World Support Systems LLC (AWSS) is a private, independent, third party inspection company serving the raw product needs of the North American processing industry. The primary focus of Ag World is to provide inspection services that generate accurate information used to determine grower payment. Inspections by Ag World also generate data used to help growers with the growing, harvest, and storage of raw product and aid processors in optional line management.



#### AMVAC CHEMICAL CORPORATION

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Founded in 1969, AMVAC Chemical Corporation manufactures and markets a wide range of agricultural and specialty products, focusing on crop protection and management, turf and ornamental management, and public health. The company's basic strategy is to acquire brand name, niche product lines from multi-national companies that divest mature products to focus on newly discovered molecules. To learn more about AMVAC, please visit the company's website at [www.amvac-chemical.com](http://www.amvac-chemical.com).



#### BASF CROP PROTECTION

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BASF Crop Protection combines innovative solutions with industry-leading technology to help potato growers maximize yield and quality.

BASF offers a highly effective fungicide program that includes Endura® fungicide, which is the proven benchmark for white mold control in potatoes. Priaxor® fungicide, the newest BASF innovation, provides consistent disease control and Plant Health benefits for potatoes.

For weed control, Outlook® herbicide protects growers' investment with powerful, consistent control of annual grasses and small-seeded broadleaf weeds such as pigweed and nightshade. Prowl® H2O herbicide offers an innovative, water-based formulation for benefits like no odor, reduced staining, greater storage temperature flexibility, and better performance in high surface areas.

BASF is dedicated to providing solutions, technical support and educational tools to help growers implement effective crop protection programs. For more information on BASF Crop Protection products, visit us at <http://agproducts.basf.us>.

#### BASIC AMERICAN FOODS

#### BASIC AMERICAN FOODS

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Family owned and operated since its founding in 1933, Basic American Foods is now a leading provider of value-added, branded dry potato and bean products world-wide. Its principal brands offering preparation convenience with scratch-like taste include: Potato Pearls®, Golden Grill®, Classic Casserole®, Savory Series™, Santiago®, Nana's Own™, Idaho® Spuds™, and Hungry Jack®. Hungry Jack is a trademark of The J.M. Smucker Company, used under license.



# 2015 Sustaining Members



## Bayer CropScience

### BAYER CROPSCIENCE

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Bayer provides crop protection solutions to the potato market with leading products Sivanto, Luna Tranquility, Movento, Admire Pro, Leverage 360, Ernesto Silver, and others.



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Cavendish Farms is a leading producer of high quality, great tasting frozen potato and appetizer products for restaurant, quick-service and retail markets throughout the United States, Canada, Asia, Caribbean, and South America. For over 30 years our customers have known us as the potato experts as we grew to become the fourth largest potato processor in North America. In 2009, we added an outstanding line of appetizers to our portfolio, including golden onion rings, stuffed jalapenos, and wholesome cheese and vegetable products. We are committed to creating innovative new products to deliver exciting and profitable menu solutions to our customers.



### CONAGRA FOODS LAMB WESTON

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contact: David Smith  
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w: www.lambweston.com

Lamb Weston, a ConAgra Foods brand, is a leading supplier of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world. For more than 60 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customer and make things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato we see possibilities. Learn more about us at lambweston.com.



### DOUBLE L

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w: www.doublelglobal.com

Double L provides the solutions to your agricultural needs. We design, manufacture, and sell high-quality, high-capacity potato planting, harvesting, and handling equipment. Our equipment can also be used with many other crops such as onions, almonds, and peanuts. We also offer chemical and storage options to increase efficiency in your operation. Talk to a Double L representative today to see what we can do to help you grow your business.



### DOW AGROSCIENCES

9330 Zionsville Road  
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contact: Matt Rekeeweg  
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w: www.dowagro.com

Dow AgroSciences discovers, develops, and brings to market crop protection and plant biotechnology solutions for the growing world. Based in Indianapolis, Indiana, USA, Dow AgroSciences is a wholly owned

subsidiary of The Dow Chemical Company and had annual global sales of \$7.3 billion in 2014. Learn more at [www.dowagro.com](http://www.dowagro.com).



### DUPONT CROP PROTECTION

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DuPont Crop Protection serves the global production agriculture industry with leading products for potatoes and other specialty crops as well as grain crop sectors. Our mission is to enable the production of high-quality and abundant crops by providing grower operations with solutions to help maximize their crop investment. With our broad portfolio of offerings and our world-class R&D pipeline, DuPont Crop Protection is poised to meet grower needs now and in the future. DuPont is a proud sponsor of the NPC Environmental Stewardship Award.



### THE FARM CREDIT COUNCIL

#### THE FARM CREDIT COUNCIL

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Farm Credit supports rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow. Farm Credit has been fulfilling its mission of helping these areas grow and thrive for a century by providing farmers with the capital they need to make their businesses successful and by financing vital infrastructure and communication services. Because a steady flow of capital means more jobs and economic growth, Farm Credit is able to invest in the vibrancy of communities throughout rural America. For more information about Farm Credit please visit [farmcredit.com](http://farmcredit.com).



#### FMC CORPORATION

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FMC Agricultural Solutions provides cost effective crop protection products for a broad range of crops and pests, improving yields and profits for America's farmers. Our expanding potato portfolio includes unique and innovative products such as: Aim® EC herbicide/desiccant; Capture® LFR®, Beleaf® and Mustang Max® insecticides; and Ranman® and Rovral® fungicides.



#### FRITO-LAY, INC

7701 Legacy Drive  
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contact: Gerhard Bester  
p: (972) 334-5794  
e: gerhard.bester@pepsico.com  
w: www.fritolay.com

Providing fun foods within an arm's reach.



#### GOWAN USA, LLC

13200 Metcalf Ave., Suite 125  
Overland Park, KS 66213  
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Gowan USA is a family owned registrant and marketer of crop protection products and champions technology for agriculture and horticulture through innovative product development, public advocacy and quality production. Bringing science, regulatory acumen, innovative investment, and focused execution to the forgotten problems of agriculture has earned Gowan USA the reputation of being "The Go To Company."

## THE GROWER

#### THE GROWER

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The Grower provides profitable production and management strategies to commercial growers. We provide information and services that make potato growers more knowledgeable and competitive when producing and marketing their crops.



#### ISK BIOSCIENCES CORPORATION

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Omega® 500F Fungicide, Ranman® Fungicide, and Beleaf® Insecticide are outstanding products discovered and developed by Ishihara Sangyo Kaisha, LTD. They are delivered to the potato production industry in partnership with Syngenta, Summit Agro U.S., and FMC.

ISK Biosciences is a research-based provider of high quality and high technology crop protection products. The company is headquartered in Concord, Ohio, and has primary responsibility for development, registration and logistics for Ishihara Sangyo Kaisha's products in the Americas.

ISK Biosciences is committed to research, discovery, and development of new products for agriculture.



#### LINDSAY CORPORATION

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Your success depends on the adoption of efficient new practices and technology, and Lindsay can help you make the most of your operation. Lindsay is a proven irrigation partner as a result of our leading

technology, reliable products, and network of certified dealers.

From pumping systems to soil moisture sensors, advanced controls to GPS positioning, there's a product for every potato grower and every field. Zimmatic® by Lindsay offers proven systems and products that are built to be durable and rugged while easily integrating with the latest technology. These systems can be enhanced with a family of plug-and-play add-ons. With so many choices and options, Zimmatic can customize a unique, integrated system that maximizes time, labor and water savings for your individual needs.



#### LOCKWOOD MANUFACTURING

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West Fargo, ND 58078  
contact: Joe Dahlen  
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e: sales@lockwoodmfg.com  
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Lockwood is one of the leading manufacturers of high quality, reliable potato equipment. Lockwood proudly builds a variety of potato planters, windrowers, harvesters, and handling equipment. Each machine is built with a range of features and options to handle any crop condition and meet each farmer's needs.



#### LOVELAND PRODUCTS

3005 Rocky Mountain Avenue  
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Loveland Products is the proprietary organization within the CPS retail/wholesale group offering a complete line of high performance, high quality crop and non-crop input products. Loveland's complete portfolio includes proprietary adjuvants, plant nutrition, seed treatment, and crop protection products. Loveland's portfolio is large and our commitment to the Agricultural industry is great... We look forward to serving you in the future..... Get Growing.



# 2015 Sustaining Members



## MCCAIN FOODS

2275 Cabot Drive  
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McCain Foods, the world's largest producer of potato and appetizer frozen products, is dedicated to being a high quality manufacturing and marketing leader through agronomy, integration of people, technology, systems, and innovation.



## MONTANA SEED POTATO CERTIFICATION PROGRAM

Potato Lab, P.O. Box 172060  
MSU-Bozeman  
Bozeman, MT 59717-2060  
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Our purpose is to certify Montana-grown seed potatoes using the highest standards in the nation and to conduct research to improve potato quality and testing methods.



## NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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NAICC, founded in 1978, is the national society of agricultural professionals who provide research and advisory services to clients for a fee. The 700+ members work from bases in 40 states and several foreign countries, and have expertise in the production of most crops grown around the country.



## NUFARM AMERICAS INC.

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e: rob.schwehr@us.nufarm.com  
w: www.nufarm.com

Nufarm Americas Inc. is a global provider of herbicides, fungicides, insecticides, and plant growth regulators to the agriculture industry. Key products important to potato growers are Ultra Flourish (mefenoxam), Agri Tin (TPH), Champ copper brands including the new ChampION+++ formulation, Phostrol, Nuprid, and Spirato seed piece treatment.



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contact: Keith McGovern  
p: (701) 526-9660  
e: kmcgovern@rdoffutt.com

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e: craig.holcombe@simplot.com  
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## SYNGENTA CORPORATION

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Greensboro, NC 27419-8300  
contact: John Freed  
p: (336) 312-7284  
e: john.freed@live.com  
w: www.syngenta.com

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United Potato Growers of America is a federated farmer cooperative that focuses on managing its members' potato supply so as to positively affect their economic success. It is through United membership that potato growers are empowered to better understand and act upon demand for their product.



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UNITED STATES  
*Potato*  
BOARD

*Maximizing Return on Grower Investment*

## United States Potato Board 2015 Annual Report

### The Mission: Maximizing Return on Grower Investment

Dear Growers:

More than ever, we live and work in a rapidly changing global potato industry. I am proud to serve the industry as Chairman of the United States Potato Board (USPB), the nation's potato marketing organization. We are the "catalyst for positive change," the central organizing force in implementing programs that will increase demand for U.S. potatoes and potato products.

To accomplish our mission of building demand, the USPB provides the strategies, information, communications, tools and inspiration for the industry to unite in achieving common goals. Anchoring our grower-directed programs is a strong foundation of market and consumer research and analysis, critical information used to understand the business environment of potatoes, which reduces the risk of pursuing those opportunities for all segments of the industry. "Maximizing return on grower investment" through increased demand for U.S. potatoes and potato products stands as the sole mission of the USPB.

At the time of publication of this year's NPC Statistical Yearbook, we are about to embark on Year Five (July 1), the fifth and final year of our FY2012-2016 Long Range Plan. Strategy creation is the most important undertaking for the USPB. This is how we choose what we will and won't do. It is our game plan. Our strategy communicates a vision for future performance of the potato industry that is dramatically better than the present.

USPB's guiding strategies remain the cornerstones of all activities:

- Expand Markets
- Increase Usage of U.S. Potatoes and Potato Products
- Improve the Competitive Position of Potatoes
- Present a Favorable Image of Potatoes to the Public

The following pages drive home how much success we've seen in the past year—we've got a lot to be proud of. You'll find your business interests in the next few pages, and I hope you're as enthusiastic as I am about what the United States Potato Board is doing for us: *Maximizing Return on Grower Investment!*

Sincerely,

Carl Hoverson, Larimore, North Dakota  
Chairman, U.S. Potato Board

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FINANCE

## International Marketing

Internationally, the United States Potato Board (USPB) manages seven programs on behalf of the U.S. potato industry in more than 30 countries throughout the world. In each target market, the USPB employs representatives who conduct the day-to-day work. The steady upward climb of U.S. potato and product exports testifies to the value of international marketing: In FY14 (July 2013-June 2014), U.S. exports of all potato products hit record heights for the fourth year in a row, reaching \$1.76 billion and 1.6 million metric tons. On a fresh weight basis, exports totaled 70.7 million cwt. The programs promote fresh (table-stock and chip-stock), processed (dehydrated and frozen) and seed potatoes.

**Commercial Target Markets:** China/Hong Kong, Central America (Panama, Guatemala, El Salvador, Costa Rica, Honduras, Nicaragua & the Dominican Republic), Indonesia, Japan, South Korea, Malaysia, Mexico, the Philippines, Taiwan, Thailand, Vietnam. New markets being developed are Myanmar (Burma) and Cambodia.

**Seed Target Markets:** Present: Burkina Faso, Niger, Egypt; Potential: Myanmar (Burma), Guatemala, Morocco; Maintenance: Dominican Republic, Uruguay, Honduras, Panama, Nicaragua, Sri Lanka, and Brazil.

**International Food Assistance and Development (IFAD) Target Markets:** Developing countries targeted by USDA and U.S. Agency for International Development (USAID) for assistance, development, and commercial market exploration. This includes sub-Saharan Africa, Central Asia, Southeast Asia, Central America, and the Caribbean.

## RETAIL PROGRAM

By targeting international retailers, the program introduced new U.S. potato varieties and potato products to consumers at the retail/supermarket level. This was achieved through in-store retail promotions, in-store sampling, training seminars for produce associates, development of point-of-sale materials, and storage and handling seminars. The target audience included consumers, retailers and importers/distributors.



USPB representatives also visited retailers frequently to ensure proper merchandising. Similar to the domestic marketing program, the USPB also worked with retailers to test new and promising best practices to determine if they increase sales at the retail level. On the U.S. industry side, the USPB continued to work with U.S. growers to ensure they are export ready and able to take advantage of opportunities as they arise by organizing events to build buyer/seller relationships.

### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ For frozen potatoes, eight new retail chains in China, Malaysia, Mexico and South Korea began carrying products from the United States. A total of 12 new products were introduced.
- ♥ The number of retail outlets carrying U.S. table-stock potatoes in the key target markets of Central American, South Korea, Malaysia, Mexico, the Philippines and Vietnam increased.
- ♥ In-store promotions in Central America, Malaysia, Mexico and Vietnam resulted in sales increases of 75% or more for U.S. table-stock potatoes during the promotional period.
- ♥ Two partners carried out Best Practice programs to learn ways to hike table-stock sales. A test of in-store signage at AEON in Hong Kong resulted in sales increases of 51% for U.S. table-stock potatoes versus control stores. A cross-merchandising test with Taiwan Fresh showed sales jumped 25% compared with control stores.
- ♥ The program generated three trade leads for U.S. table-stock potatoes to date, from Central America, the Philippines and Bangladesh.

## FOODSERVICE PROGRAM

The USPB drives increased consumption and usage of U.S. potatoes in this important and growing sector by partnering with foodservice establishments, importers and distributors, culinary organizations and the media. Menu development helps adapt both western and local cuisine to the tastes of each target market and expands the use of fresh, frozen and dehydrated potato products by promoting new applications. Merchandising visits, trade shows, newsletters, seminars, potato demonstrations and samples are a few ways the USPB introduced new uses and products to both current and new distribution channels.

The USPB continually provides messages about versatility, value, convenience, food safety and sales volume drivers to ensure U.S. potatoes are top-of-mind for buyers. To maintain market share, the USPB provides value-added services such as technical and educational support, and promotional funds,





# United States Potato Board



to those buying 100% U.S. potatoes. Through these services, new products and menus are launched, thereby increasing sales. Trade education and public relations via foodservice media play a pivotal role in getting the word out about the versatility of U.S. potatoes.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ As of the third quarter (Q3) of FY15, 69 new menu items using U.S. frozen potato products, 22 new menu items made with U.S. dehydrated potatoes and nine new items made with U.S. table-stock potatoes were launched in target markets.
- ♥ Thirteen alternative channels began selling U.S. frozen potato products as of Q3.
- ♥ "Why Buy US" seminars and trainings were delivered in target markets.
- ♥ 29 chains either switched to U.S. frozen potato products from competitor sources or upgraded their specifications.
- ♥ So far, 14 foodservice operations added an additional U.S. frozen potato item, resulting in a multiple potato menu.
- ♥ Ten technical seminars featuring U.S. dehydrated potatoes were held for chefs.
- ♥ Ten technical seminars on dehydrated products were held for importers and distributors.
- ♥ One new importer in Malaysia began importing U.S. dehydrated potatoes.
- ♥ Three chefs from Hong Kong, Malaysia and Taiwan joined the USPB chef training event at the Culinary Institute of America (CIA) in Napa, California in fall 2014.

## INGREDIENTS PROGRAM

The foundation of the Ingredients Program is to generate new concepts and to disseminate technical information on the benefits of including U.S. potatoes and potato products as an ingredient in bakery, snack and food manufacturing. Trade education activities such as trade shows, seminars and one-on-one meetings are crucial to the program. New product development is supported by providing risk-free samples through the Quality Samples Program (QSP). The USPB also provides technical assistance to end users to ensure they can successfully formulate and launch products incorporating U.S. potatoes. It supports new launches through tie-in promotions that generated consumer excitement about the new products. Communication, especially to dehydrated potato processors, is ongoing to ensure end-users are able to purchase U.S. potatoes either through local, in-country suppliers, or direct from the U.S.



The ingredients program also promotes the United States as a source of high-quality chipping potatoes. The USPB utilized the QSP to convince manufacturers to conduct product trials, and continues to provide technical information and support, as needed, to convince target companies to make commercial purchases.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Forty-one companies in the target markets were developing new products with U.S. dehydrated potatoes as of the third quarter of the fiscal year.
- ♥ To date, 14 companies have launched new products made with U.S. dehydrated potatoes.
- ♥ USPB conducted 24 technical meetings and one seminar with current or prospective users of U.S. dehydrated potatoes.
- ♥ The program persuaded one new importer in Malaysia to add U.S. dehydrated potatoes to their line.
- ♥ One new company in Central America began buying U.S. chipping potatoes.





UNITED STATES  
*Potato*  
BOARD

Maximizing Return on Grower Investment

## POTATO PROFILE MANAGEMENT PROGRAM

Presenting a positive image for potatoes is an overarching strategy for the USPB, both domestically and internationally. This program is the international direct-to-consumer marketing program that aims to increase awareness of the nutritional benefits, versatility, taste, variety and relevance of potatoes in the daily diets of consumers around the world. With a steady stream of research-based messages highlighting the positive benefits of potatoes, the USPB works to continuously improve attitudes and increase usage. Activities include consumer public relations and media outreach, electronic and social media interaction, community event participation and health/lifestyle/nutrition influencer outreach.



### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Positive potato messaging was delivered in all target markets through social media, press releases, cooking workshops and other consumer-focused events. Pick-up and coverage of the messaging was very strong.
- ♥ USPB completed an update of the Potato Nutrition Handbook to provide a credible resource for nutrition influencers and others.

## SEED PROGRAM

The USPB seed program builds global demand by identifying and developing new target markets, sponsoring field trials leading to variety registrations, obtaining and growing market access and educating foreign buyers about the benefits of investing in U.S. seed potatoes. Through these activities, the USPB spreads the word how U.S. potatoes are distinct in high quality, reputable growing techniques and comprehensive certification process. The seed program also



seeks to increase U.S. grower involvement in exporting to help diversify their business models and increase their seed sales. Through a grant program, matching funds are available from the USPB to defer the initial costs of penetrating new markets to find new customers.



As the program has expanded over several years, U.S. market share in most target countries is growing, and the base of varieties, importers and participating U.S. exporters is expanding. U.S. seed potato exports to target markets totaled 3,515 MT during FY14 (July 2013-June 2014). This is the second highest level ever.

### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ One new importer in Sub-Saharan Africa purchased U.S. seed potatoes.
- ♥ Three trade leads were generated for U.S. seed potatoes.
- ♥ Variety trials were initiated in Burkina Faso and Niger, along with trainings for growers.
- ♥ A trade mission visited Brazil.
- ♥ Market Assessments were conducted in Myanmar, Guatemala and Morocco in preparation for establishing full U.S. seed export development programs in FY16.

## INTERNATIONAL FOOD ASSISTANCE AND DEVELOPMENT (IFAD) PROGRAM

The successful inclusion of dehydrated potatoes in U.S. government-funded food assistance and development programming is due solely to the IFAD program. Since gaining U.S. Agency for International Development (USAID) approval for dehydrated potato flakes in 2001, the USPB has focused on expanding usage in this channel. The result is an increasing number of organizations and programs utilizing U.S. dehy, and the number of countries in which these products are





# United States Potato Board



used. The program provides education and training services to USDA, USAID, private voluntary organizations (PVOs) and other groups via meetings, workshops, pilot projects, and other activities.

The USBP also works to expand dehydrated products approved for use in U.S. government programs. Following initial approval for potato granules in 2012, the USBP also expands U.S. dehy packaging options.



## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Private and public food assistance personnel gained education through the USBP's third annual workshop luncheon for PVOs and others, and also through a new series of informational mini-workshops for USAID and USDA personnel implemented this year.
- ♥ A reverse trade mission (RTM) for headquarters and field personnel helped build confidence in U.S. dehydrated potatoes as a solution to food insecurity.
- ♥ Work to expand granule packaging options brought the 20-kg granule bag closer to final approval after it passed a crucial USDA test in November.
- ♥ 140 MT of U.S. dehydrated potatoes were purchased to-date this year, valued at \$199,216.
- ♥ To-date, 13,130 MT (1,881,857 cwt fresh weight equivalent), valued at \$16 million, have been purchased through U.S. government programs since the inception of the program.
- ♥ Commercial sales have now been reported for school feeding programs, as an outgrowth of assistance efforts.

## MARKET ACCESS AND ISSUES MANAGEMENT PROGRAM

Restricted market access remains one of the biggest impediments to growth of U.S. potato exports, making this a crucial program for the U.S. industry. The USBP continued to work with the National Potato Council (NPC) and state potato organizations to open new markets and maintain access in current markets. Under this program, market access issues for processed products are addressed through the American Potato Trade Alliance (APTA), while fresh and seed access issues are covered under the Sanitary and Phytosanitary Initiative (SPS).

All access issues are ultimately government-to-government negotiations, so these efforts require close coordination and cooperation with USDA-Animal and Plant Health Inspection Service (APHIS), Foreign Agricultural Service (FAS) and United States Trade Representative (USTR). However, it is often much easier to gain access if companies in the importing country also address these issues with their government. Thus, USBP continues to identify and work with companies in these markets who are allies on these issues. Overall, the program continues to address a variety of crucial food safety and regulatory issues through APTA, SPS and USBP in-country representatives.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ USBP made extensive preparations for approval of Innate™ to minimize negative reactions to GMO potatoes by governments, trade and consumers. This included visits to the key markets of Taiwan, Korea, China and Japan and briefings for USBP representatives and USDA officials.
- ♥ For processed potato products, work with APTA addressed eight market access issues, resolving two. This included resolution to a denial of dehydrated potato shipments by Vietnam.
- ♥ Progress continues to be made establishing Maximum Residue Levels (MRLs) in Taiwan, Korea, Japan and Hong Kong which correspond to U.S. or Codex levels.
- ♥ Work through the SPS initiative addressed 19 issues with one resolved—the approval of overland trucking for U.S. chipping potatoes in Japan.
- ♥ The program spearheaded the launch of the legal battle in Mexico to overcome injunctions preventing the implementation of the new market access agreement for U.S. fresh potatoes.
- ♥ To ensure U.S. growers and shippers are fully export-ready, USBP continues to maintain a global review database, which provides potato specific MRL information for markets.



## Domestic Marketing

Success rests on the integrated nature of the Domestic Marketing strategies. Activities over this past year worked together disseminating messages which resonate positively with consumers, retailers, foodservice operators and food developers alike. These messages showcase potatoes as nutritious, contemporary, fresh, surprising and versatile. Programs relied heavily upon the USPB's growing recipe library, consumer insights, nutritional research, menu innovation and positive-potato messages to develop and shape consumer demand for potatoes.

### CONSUMER MARKETING PROGRAM

Consumer marketing programs were designed to drive new usage occasions by making potatoes more exciting and relevant to the modern consumer lifestyle. The USPB's key audience in FY15 (July 2014 – June 2015), Millennial 'Linda's', was surrounded with positive potato messages from a variety of mediums including advertising (print, digital and mobile), social media, public relations and the [potatogoodness.com](http://potatogoodness.com) website, all aimed to build an emotional connection between the benefits of potatoes and their positive impact on the target consumer's lifestyle.



### 2015 Fresh Editorial Campaign Unveiled

The new "Fresh Editorial" advertising campaign launched in the fall of 2014 featuring smart (and often sassy) food bloggers, who brought their passion for cooking potatoes to life by telling their stories in the pages of popular women's, parenting and lifestyle magazines. The campaign's focus updated the potato's image by celebrating what people love most about them.

### Marshalling the Power of Social Media

Cultivation of relationships with more than 30 popular food bloggers resulted in new potato posts and fresh recipes. The potato-centric social content was shared with USPB and food blogger audiences and, ultimately, generated inspiration for new potato dishes at dinnertime.

### Online Venues Make Advertising Interactive

Advertising with digital partners such as AllRecipes, Hungry Girl, Big Oven Swoop, Local Response and AdoTube generated customized and interactive potato messages on sites where Millennial Linda's engage with recipes and food. These ads drove consumers to [PotatoGoodness.com](http://PotatoGoodness.com), and generated great interest and engagement, demonstrated by a click-through rate which is nearly five times higher than industry average.

### Contest Raises Level of Excitement about Potatoes

A partnership with the World Food Championships (WFC), the signature event of culinary competitions, placed potatoes at center stage as a featured or infused ingredient in multiple events. Over 50 WFC competitors cooked with potatoes in the World Recipe Challenge, Chef Challenge and #TopTater Potato Salad Throwdown. Participation generated high levels of traditional, digital and social media attention for potatoes.



### Insta-Success for Potatoes

Since joining Instagram in early FY15, the USPB's @PotatoGoodness page has seen a great influx of consumer engagement. Followers of the @PotatoGoodness account range from consumers to registered dietitians to influential media outlets such as Livestrong.com. Moreover, many consumers tag their friends on @PotatoGoodness photos, encouraging them to follow the account or make a particular dish.

### #TopTater Contest Expands Recipe Horizons

The #TopTater campaign launched on Potato Goodness Facebook, Instagram and Pinterest social media platforms. A \$100 prize was granted each week to the most five-star potato moments—dishes needed to be exciting, unique, creative, and make consumers say, "YUM!"



# United States Potato Board

## Public Relations Keep Potatoes Top-of-Mind

A seasonal news bureau keeps potato nutrition, positive health information and delicious recipes in front of consumers year-round through media outreach. This plan has produced coverage in a wide range of print and online publications such as *Women's World*, *Everyday with Rachael Ray*, *Shape Magazine*, *Yahoo.com* and *Bon Appetit*. A demonstrated success of this tactic was a breakfast-themed story released in spring 2015 which featured a gluten-free breakfast sandwich made with potatoes. Articles have been published by more than 800 online news outlets for 51 million impressions to date.

### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Online advertising generated nearly half a million recipe interactions, up 19% year-on-year, and nearly 17 million impressions by mid-year. The Click-through Rate (CTR) is already 48% above the goal—and nearly five times the industry average.
- ♥ The launch of a new advertising campaign, featuring recipes from high profile food bloggers, delivered 135 million impressions.
- ♥ Nearly \$850,000 in value-added (free) media was secured, making industry investment go further.
- ♥ Public relations activities drove 1,300 media placements and 350 million impressions during the first six months alone.
- ♥ Press releases sparked coverage in top business journals, women's magazines and leading online sites, generating 74 million impressions by mid-year.
- ♥ More than half a million visitors utilized PotatoGoodness.com by mid-year. PotatoGoodness.com remained in the top two of all relevant Google potato searches.
- ♥ USPB generated over forty new recipes from the Potato Lover's Club network and World Food Championship.

## RETAIL PROGRAM

The USPB's Retail Program aims to increase potato category sales in the retail channel by working directly with retailers and industry members. Strategies were carefully crafted to arm retailers with concepts and knowledge to build potato sales and help them improve response to today's consumer demands. A key underpinning of the retail program has always been to transfer knowledge regarding USPB best business practices, a research-based program which identifies key actions to maximize potato sales. Education and training

for growers and shippers aids the industry's ability to respond to the changing consumer and retail environment.

## Retail Outreach Translates Into More Effective Business Practices

Retail outreach meetings were conducted with 20 key retailers to share category trends, shopper insights and marketing best practices. Opportunities and recommendations were shared as part of a category review. The USPB also sent out *Potato Insights and Opportunities*, a seasonal newsletter reaching over 1,700 retail leaders.

## Category Optimization Program Increases Potato Sales One Retailer at a Time

The Category Optimization (CO) program was a partnership between a retailer, their supplier(s) and the USPB, which took place over a nine-month period. The objective is to grow category sales by adopting one or more of the USPB's best practices, collaborating with their suppliers and providing measurements and analysis. A CO program was completed with Wakefern-ShopRite, and included in-store signage, recipe cards, circular ads, and cross promotion with the deli and in-store demonstrations.

## Test and Learn Creates Positive Impact

New and promising best practices are continually being explored through test and learn programs at participating retailers, with the results monitored, measured and then shared with USPB industry members. A prepared potato ad effectiveness test was completed with Giant Eagle. Results showed how ads featuring prepared potatoes had mixed results—petite potatoes performed well, while five pound bags and white potatoes did not do significantly better.

## Helping Suppliers Become More Valuable Partners

The USPB always seeks to provide industry members with new research and retail data. This year, the USPB met with five shippers to discuss category trends, shopper insights, marketing best practices and the implications for growing volume in the retail channel.

## Maximizing Consumer Impact by Tapping into Retail Channel

The retail program supported the sponsorship of the 2014 World Food Championships (WFC) by extending the #TopTater contest into the retail channel. This expanded consumer awareness and participation provided shoppers with new preparation ideas to increase consumption. Five retailers participated in this event, and the winner of the contest from Schnucks, a large Midwest retailer, attended the WFC.







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Maximizing Return on Grower Investment



### New Partnership Builds New Generation of Potato Lovers

The USPB and *The Kids Cook Monday* announced a partnership designed to educate families about delicious and nutritious potato recipes they can enjoy cooking and eating together. The partnership included the creation of an e-cookbook, which offers a year's worth of "Monday meal suggestions" (52 recipes) families can cook and enjoy together. The e-cookbook can be found on select retailer's websites, PotatoGoodness.com and TheKidsCookMonday.org.

### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ❖ To date four supermarket chains converted their circular ads from raw potato images to prepared potato images, and three retailers added information to signage based on recommendations from the Test and Learn program.
- ❖ The Giant Eagle Test and Learn program was completed, showing mixed results for image ads featuring prepared potatoes over raw potatoes. Best results were achieved for the petite potato category.
- ❖ Five retailers to host their own #TopTater recipe contest and supported the activity with in-store signage, in-store radio ads and on social media.
- ❖ *Kids Cook Monday* digital cookbook was created to provide inspirational ideas for families to cook potatoes together throughout the year.
- ❖ USPB continued to develop and maintain a robust library of information and resources accessible to industry members and their retail customers, to help grow potato category sales.

### FOODSERVICE PROGRAM

The foodservice industry is a critical sector in USPB's programs. Restaurants serve as a testing ground for new potato ideas, which then find their way into consumer kitchens and onto retail shelves. The Foodservice Program targets leading chefs and restaurant chains driving food trends in America. This strategy centers on expanding potato menu innovation, particularly healthy innovations by showcasing better-for-you dishes.



### CIA Seminar Highlights the Possibilities of Potatoes

USPB hosted the 10th annual Culinary Institute of America (CIA) training in Napa, California, called "The Global Potato: A Menu Innovation Seminar." This event entailed a culinary exploration of global flavors and dishes featuring fresh, frozen and dehydrated potatoes. It serves as a cornerstone in USPB's effort to drive menu innovation and demonstrate the potato's selling power on menus. Attendees represented 9,800 units. Three international chefs from Hong Kong, Malaysia and Taiwan also attended, adding a truly global perspective to this event.



### Digital Marketing Simplifies Access to Menu Innovation

New *Get Creative!* online banner ads were developed and launched across key foodservice sites, including Foodservice.com, ProChef SmartBrief and RestaurantHospitality.com as part of the integrated foodservice campaign.

### "Get Creative!" e-Newsletter Inspires Chefs

The *Get Creative!* e-newsletter is sent to thousands of foodservice industry professionals. The e-newsletter features domestic and international culinary innovations, as well as inspirational resources available from the USPB, including videos, recipes, nutritional updates and potato information.

### Foodservice Publicity Creates Media Presence for Potatoes

The USPB continues to keep the foodservice media pipeline full of potato information and stories, while driving healthy potato innovation via recipes, features and editorials in leading publications. Through participation at the International Foodservice Editorial Council (IFEC), the USPB established relationships with editors who expand the coverage of potatoes in the foodservice industry press.



# United States Potato Board

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Domestic and International chefs participated in the fall 2014 CIA Global Menu Innovations Seminar. To date, 63% of the participants have added new potato items to their menus, the highest number of new product launches in the program's history.
- ♥ Digital banner ads are generating the highest click-through-rates of any USPB online ad campaign in history.
- ♥ Trade publicity and media releases have generated over 2.7 million impressions to date, with more coverage occurring monthly.

## INGREDIENTS PROGRAM

A growing consumer reliance on convenience and ready-to-heat meals is driving new opportunities for U.S. potatoes. The FY15 Ingredients Program sought to stimulate the use of potatoes in ready-to-heat (frozen and refrigerated) meals by developing new concepts and information to deliver to the refrigerated and frozen food manufacturing industries.



### Innovation Partnership Yields New Ideas for Potato Products

The USPB identified an “innovation partner,” Mattson Co., to deliver new food concepts appealing to food manufacturers, while demonstrating the potato's benefits in this category. An initial ideation session conducted at Mattson, a food development company, produced



dozens of initial concepts. Mattson continues to refine the new product ideas through product development and lab testing. Consumer research will be critical to testing the acceptance of the concepts developed. Information and insights gained from consumer research will help convince food manufacturers to develop and launch new potato products consumers like and want.

### Online Resources Guide Food Developers Toward Potatoes

The USPB continued to provide food developers and others with recipes and information to increase potato usage through PotatoGoodness.com. The Food Developer section on the web site demonstrates why potatoes are ideal for formulating consumer-pleasing products.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Food developer focus groups were conducted to identify current challenges in formulating new products with potatoes. The insights are being taken into account during the formulation of new product ideas.
- ♥ Mattson continues to formulate new product ideas for consumer research and food manufacturer meetings.
- ♥ Nearly 2,000 visitors came to the food developers section of PotatoGoodness.com this year.

## NUTRITION COMMUNICATIONS PROGRAM

One of the essential pillars of the USPB domestic marketing program has been to develop an understanding of the positive nutrition profile of the potato among consumers and professionals. Nutrition research continues to be at the center of the program, providing a timely and credible resource for media and influencers. The objective has been to utilize the nutrition message to engage key industry influencers and build a base of goodwill among this group. Consumer friendly materials for media and the industry continue to help extend consistent nutrition messaging to consumers.

### Weight Management Research Makes an Impression

USPB-commissioned Weight Management research was published in *Journal of the American College of Nutrition* in October 2014. The research demonstrates how people can include potatoes in a healthy diet as part of a weight management program. Activities to promote the research resulted in coverage in media outlets such as Yahoo!, Market Watch, Los Angeles Business Journal and more than 40 additional regional business journals and newspapers for almost 50 million impressions.

The weight management research publication, along with the “good news about potato nutrition” discussed at the Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo, created a flurry of social media attention from nutrition influencers and news outlets.





UNITED STATES  
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Maximizing Return on Grower Investment



It's time to get **POTATO PROUD** about nutrition facts.

One medium-size (5.3 oz) skin-on potato contains more potassium (620g) than a banana.



It's time to get **POTATO PROUD** about nutrition facts.

One medium-size (5.3 oz) skin-on potato contains no (0g) fat.



It's time to get **POTATO PROUD** about nutrition facts.

One medium-size (5.3 oz) skin-on potato contains 110 calories.

### APRE Partnership Brings New Voice to Nutrition Research

A strategic partnership with the Alliance for Potato Research and Education (APRE) has reinvigorated the nutrition research pipeline. APRE, of which the USBP is the lead funder, is aggressive in its pursuit of the publication of new science, and those resulting messages help arm the USBP and the entire potato industry with new evidence supporting the important role potatoes play in human nutrition. This has resulted in a higher nutritional profile for potatoes among the media.

### Timely Communications Lift Potato Nutrition Profile

Direct-to-influencer communication raised the visibility of news and information about potato nutrition. A newsletter is now sent to supermarket registered dietitians (RDs), seasonally, with relevant recipes and news, research and consumer-facing information to help them connect their shoppers with the potato category. Additionally, in-person meetings and special events with supportive thought-leaders has helped USBP to understand what tools and resources are needed to communicate the potato nutrition story.

#### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Weight Management research was published in *Journal of the American College of Nutrition*.
- ♥ Extensive media coverage of the Weight Management research resulted in almost 50 million impressions. The story also saw numerous radio airings and social media posts.
- ♥ USBP participated in APRE meetings and strategic direction planning.
- ♥ The USBP Seasons newsletter was distributed to nearly 400 Supermarket RDs.
- ♥ *Potato Healthline* was distributed to more than 900 recipients.
- ♥ A Media RD Luncheon drew 14 RDs, resulting in numerous social media and blog posts about potatoes.
- ♥ Thirty-six supermarket RDs attended a USBP "What's in Store" workshop.

### CONSUMER RESEARCH PROGRAM

Comprehensive industry, technical and consumer research provides the foundation for effective marketing programs. Research provides insights and understanding of market shifts and trends, enabling USBP and the U.S. industry to identify where the best opportunities lie for growing U.S. market demand and to craft strategies to take advantage of those opportunities.

### Research Key to Overall Marketing Program

The research conducted this past year served three main objectives. First, research into Consumer Segmentation and Consumer Online Habits helped to proactively identify new opportunities. Consumer Attitudes and Usage, NET (National Eating Trends) In-Home Eating Trends, Shopper Insights, and ECRM Marketgate/Circular Ad Tracking enabled USBP to assess program performance. Sales and Utilization, Technomic Food Service Sizing, Nielsen Scantrack, Nielsen FreshFacts® and Homescan helped track potato volume and usage, providing valuable insights for industry members and their retail customers.

#### MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Research enabled the industry to make informed decisions regarding potato opportunities and program performance.
- ♥ Conducted a consumer segmentation study to understand the U.S. consumer's lifestyles, attitudes and behaviors toward food. Insights resulted in the identification of a new consumer target audience for FY16 USBP programs.
- ♥ An online media habits study was also completed, enabling the USBP to understand how today's consumers are using digital media, as well as the most effective ways to reach consumers with a potato message online.



# United States Potato Board

## ISSUES MANAGEMENT PROGRAM

The Issues Management program plays a crucial role in monitoring, evaluating and responding to issues affecting potatoes and the potato industry. The humble potato continues to garner discussion in obesity, acrylamide, GMOs, sustainability and various food safety concerns. To combat negative news reports, the USBP developed and implemented comprehensive plans for GMO and acrylamide concerns. The USBP continues to ally with the industry, NPC and APRE to ensure a coordinated response when issues arise.

### Consumer Awareness of Acrylamide Appears to Have Topped Out

Monitoring shows media coverage of acrylamide has not increased, nor has concern about this issue expanded among consumers. The majority of respondent's to the NPD Group/Food Safety Monitor April 2015 report indicated they had no awareness of acrylamide. This is down from previous years. The number of survey respondents indicating they have heard or read "quite a bit" or "a great deal" about this issue remains low.

### Proactive Plan for GMO Potatoes Aims to Head off Negative Response

To ensure the U.S. potato industry did not do anything to create consumer concern with the entry of Innate™ potatoes to the market, the USBP worked with NPC and state grower organizations to develop an industry-wide response plan.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ An Industry-Wide Communications Plan was developed in preparation for the approval of Innate™ potatoes and industry-wide trainings and preparations completed.
- ♥ Monitoring showed very minimal negative reaction in mainstream press to the approval of Innate™ and relatively subdued reaction by activists.

## CHIP PROGRAM

### Seed Sale – Vital Supplies

The chip program recently completed its fifth annual seed auction. The sale of 155 cwt. of Sebec seed brought the program's total auction revenue to \$417,465. Sebec is the first Maine variety to be sold through the program. With a very limited supply of clean seed available, these seed sales are vital to the industry.

### SFA Database – Information Sharing with Industry

After more than 20 years of collecting data, the Snack Food Association (SFA) database was established. This was coordinated with North Carolina State University (NCSSU) through the chip program. All of the chip trialing information for the past three years is available online to the entire industry. The database can be accessed at [potatoes.ncsu.edu/USBP-SFArch.php](http://potatoes.ncsu.edu/USBP-SFArch.php).

### Continued NexGen Success – Purpose Confirmed

Seed acreage for NexGen varieties has reached 1,739 acres and continues to grow. Storage varieties include Lamoka, Waneta, Manistee, and Nicolet. Fresh varieties in the program include Elkton, Sebec, and Accumulator. In just four years, the chip program has come to represent 12% of the total chip market – a real confirmation of the program's purpose.

### Nutrient Study – Looking for Innovation

Seven breeding programs offer 44 varieties! Variety information specifics provide processors with a foundation on which they can build innovative consumer product options, as well as marketing ideas.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Total revenue from the online seed auction has netted nearly \$420,000 to the USBP chip program.
- ♥ The USBP chip program NexGen varieties represent 12% of the total chip market.

## FRY PROGRAM

### NFPT – Expansion with Consumer Attributes Testing

The National Fry Processing Trials (NFPT) program is focused on low acrylamide forming clones to meet specific consumer attributes. Simplot and McCain Foods are committed to running at least three consumer attribute tests. This allows 90 to 100 samples to be tested per season. Meeting particular consumer attributes is one of the biggest obstacles to finding replacements for current varieties. This testing commitment is vital to the program's next phase.

The NFPT program utilizes a designated committee for variety selection. It is comprised of representatives of processors, growers/states, program management, and researchers. The selection committee was established to choose varieties for Quick Service Restaurants (QSR) and for entry into the program.

## MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♥ Now in its fourth year of testing, the NFPT program has evaluated 130 breeding lines and 20 named varieties.
- ♥ At least 13 of these clones have generated additional testing outside the program.
- ♥ One of the program's varieties has entered large scale commercial seed production. This is a remarkable accomplishment and a product of the industry's commitment.

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## Potato Production, Seed Use, Farm Disposition, Price, and Value

Year	Production	Total used for seed	Farm disposition		Sold	Price	Farm production	Value of sales
			Where grown	Shrinkage and loss				
			Seed, feed and home					
			1,000 cwt			\$/cwt	\$ 1,000	
1975	321,978	25,615	6,560	22,177	293,241	4.48	1,442,741	1,313,201
1976	357,666	25,566	6,760	26,246	324,660	3.59	1,282,521	1,166,539
1977	355,334	25,989	6,718	31,119	317,497	3.55	1,255,047	1,127,531
1978	366,314	24,331	6,302	34,439	325,573	3.38	1,224,478	1,098,936
1979	342,447	22,316	5,904	30,128	306,415	3.44	1,172,108	1,052,542
1980	303,905	24,063	6,380	23,237	274,288	6.55	1,985,814	1,795,482
1981	340,623	24,931	6,004	26,339	308,280	5.42	1,831,474	1,670,955
1982	355,131	24,120	7,242	31,045	316,844	4.45	1,562,639	1,411,309
1983	333,726	25,475	5,937	24,664	303,125	5.82	1,934,263	1,763,508
1984	362,039	27,159	5,701	30,057	326,281	5.69	2,042,298	1,855,751
1985	406,609	24,955	8,061	52,707	345,841	3.92	1,568,296	1,355,438
1986	361,743	25,770	6,248	28,355	327,140	5.03	1,810,330	1,644,602
1987	389,320	25,544	5,654	31,901	351,765	4.38	1,682,949	1,539,467
1988	356,438	25,973	5,810	25,067	325,561	6.02	2,143,971	1,958,373
1989	370,444	27,025	5,722	24,974	339,748	7.36	2,716,963	2,501,327
1990	402,110	28,061	5,949	28,329	367,832	6.08	2,430,983	2,239,615
1991	417,622	26,747	5,995	32,429	379,198	4.96	2,042,899	1,880,156
1992	425,367	28,241	5,923	33,807	385,637	5.52	2,336,478	2,129,241
1993	430,349	29,081	5,951	30,181	394,217	6.16	2,642,699	2,429,854
1994	469,425	29,428	5,904	37,342	426,179	5.56	2,593,446	2,369,130
1995	445,099	30,561	5,755	29,630	409,714	6.75	2,995,711	2,765,823
1996	499,254	29,138	6,221	41,238	451,795	4.91	2,423,476	2,218,119
1997	467,091	29,975	5,475	32,183	429,433	5.64	2,622,621	2,421,212
1998	475,667	29,206	5,764	35,449	434,454	5.56	2,633,941	2,416,566
1999	478,093	29,580	5,545	35,550	436,998	5.76	2,742,428	2,519,138
2000	513,544	27,137	5,287	43,685	464,572	5.08	2,590,053	2,359,162
2001	437,673	28,625	5,386	21,227	401,060	6.99	3,055,876	2,802,978
2002	458,171	28,149	5,622	30,905	421,644	6.67	3,045,310	2,811,995
2003	457,814	26,687	5,543	35,294	416,977	5.89	2,685,822	2,457,640
2004	456,041	24,695	4,796	37,408	413,837	5.65	2,565,260	2,344,481
2005	423,926	25,659	4,791	28,519	390,616	7.04	2,981,754	2,758,275
2006	441,348	26,437	4,738	29,852	406,758	7.31	3,208,632	2,981,414
2007	444,875	24,476	4,105	29,561	411,209	7.51	3,339,710	3,088,763
2008	415,055	24,533	4,138	26,438	384,478	8.42	3,770,462	3,494,193
2009	432,601	24,027	4,535	29,135	398,931	8.25	3,557,574	3,291,800
2010	404,273	25,060	4,220	24,990	375,063	9.20	3,721,501	3,448,748
2011	429,647	26,497	4,142	27,755	397,750	9.41	4,040,568	3,743,011
2012	462,766	25,809	4,869	28,356	429,541	8.65	3,993,815	3,728,191
2013	434,652	25,159	4,323	26,211	404,118	9.71	4,222,628	3,929,938

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



# Statistics

## Potato Area Planted and Harvested by Seasonal Group States and United States: 2012-2014

Seasonal group and State	Area planted			Area harvested		
	2012	2013	2014	2012	2013	2014
	1,000 acres					
<b>Spring</b>						
Arizona	4.0	3.5	3.8	3.7	3.4	3.5
California	29.5	27.0	25.0	29.0	26.5	24.8
Florida	37.1	30.9	30.5	36.6	29.5	29.3
Hastings area <sup>1</sup>	23.6	(NA)	(NA)	23.3	(NA)	(NA)
Other areas <sup>1</sup>	13.5	(NA)	(NA)	13.3	(NA)	(NA)
North Carolina	16.5	14.5	14.5	16.0	13.5	13.5
Texas <sup>2</sup>	9.8	(NA)	(NA)	9.3	(NA)	(NA)
<b>United States</b>	<b>96.9</b>	<b>75.9</b>	<b>73.8</b>	<b>94.6</b>	<b>72.9</b>	<b>71.1</b>
<b>Summer</b>						
Colorado <sup>3</sup>	5.4	(NA)	(NA)	5.3	(NA)	(NA)
Delaware	1.4	1.4	1.2	1.4	1.4	1.2
Illinois	7.6	6.8	6.5	7.4	6.7	6.4
Kansas	5.5	4.4	4.2	5.2	4.3	4.1
Maryland	2.3	2.2	2.3	2.3	2.1	2.3
Missouri	9.1	9.5	8.2	8.9	9.0	7.9
New Jersey	2.3	2.4	2.0	2.3	2.4	1.9
Texas	11.0	18.0	21.0	10.8	17.7	20.6
Virginia	5.5	4.0	5.0	5.4	3.9	4.5
<b>United States</b>	<b>50.1</b>	<b>48.7</b>	<b>50.4</b>	<b>49.0</b>	<b>47.5</b>	<b>48.9</b>
<b>Fall</b>						
California	8.3	7.3	8.5	8.3	7.3	8.5
Colorado	55.1	54.8	60.2	54.0	54.6	59.8
San Luis Valley	(NA)	49.7	54.2	(NA)	49.6	53.9
All other areas	(NA)	5.1	6.0	(NA)	5.0	5.9
Idaho	345.0	317.0	321.0	344.0	316.0	320.0
10 Southwest counties	20.0	17.0	16.0	20.0	17.0	16.0
Other Idaho counties	325.0	300.0	305.0	324.0	299.0	304.0
Maine	59.0	55.0	51.0	58.5	54.0	50.5
Massachusetts	3.9	3.9	3.9	3.9	3.9	3.9
Michigan	47.0	44.5	43.0	46.0	44.0	42.5
Minnesota	49.0	46.0	43.0	47.0	45.0	42.0
Montana	12.0	11.3	11.5	11.7	11.1	11.3
Nebraska	23.5	18.5	15.0	23.3	18.3	14.8
Nevada	7.1	(D)	(D)	7.1	(D)	(D)
New Mexico	6.3	(D)	(D)	6.2	(D)	(D)
New York	18.5	17.5	16.0	18.0	17.1	15.8
North Dakota	88.0	81.0	79.0	84.0	78.0	77.0
Ohio	2.1	1.9	1.6	2.0	1.8	1.5
Oregon	42.0	40.0	39.0	41.7	39.6	38.9
Pennsylvania	8.9	6.7	5.3	8.6	6.6	5.2
Rhode Island	0.6	0.5	0.5	0.6	0.5	0.5
Washington	165.0	160.0	165.0	164.0	160.0	165.0
Wisconsin	66.5	62.5	64.0	66.0	62.0	63.0
Other States <sup>4</sup>	(NA)	10.9	9.4	(NA)	10.7	9.3
<b>United States</b>	<b>1,007.8</b>	<b>939.3</b>	<b>936.9</b>	<b>994.9</b>	<b>930.5</b>	<b>929.5</b>
<b>All United States</b>	<b>1,154.8</b>	<b>1,063.9</b>	<b>1,061.1</b>	<b>1,138.5</b>	<b>1,050.9</b>	<b>1,049.5</b>

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

<sup>1</sup> Estimates discontinued in 2013.

<sup>2</sup> Beginning in 2013 Spring estimates included in Summer total for Texas.

<sup>3</sup> Beginning in 2013 Summer estimates included in Fall total for Colorado.

<sup>4</sup> Includes data withheld above.

**Source:** Crop Production 2014 Summary (January 2015), USDA, National Agricultural Statistics Service.



## Potato Yield and Production in Cwt by Seasonal Group States and United States: 2012-2014

Seasonal group and State	Yield per acre			Production		
	2012	2013	2014	2012	2013	2014
	cwt			1,000 cwt		
<b>Spring</b>						
Arizona	225	280	310	833	952	1,085
California	400	410	470	11,600	10,865	11,656
Florida	244	240	240	8,917	7,080	7,032
Hastings area <sup>1</sup>	222	(NA)	(NA)	5,172	(NA)	(NA)
Other areas <sup>1</sup>	282	(NA)	(NA)	3,745	(NA)	(NA)
North Carolina	200	240	210	3,200	3,240	2,835
Texas <sup>2</sup>	235	(NA)	(NA)	2,186	(NA)	(NA)
<b>United States</b>	<b>283</b>	<b>304</b>	<b>318</b>	<b>26,736</b>	<b>22,137</b>	<b>22,608</b>
<b>Summer</b>						
Colorado <sup>3</sup>	450	(NA)	(NA)	2,385	(NA)	(NA)
Delaware	255	280	290	357	392	348
Illinois	380	370	415	2,812	2,479	2,656
Kansas	350	350	340	1,820	1,505	1,394
Maryland	380	310	380	874	651	874
Missouri	300	300	270	2,670	2,700	2,133
New Jersey	280	230	225	644	552	428
Texas	490	460	330	5,292	8,142	6,798
Virginia	250	210	250	1,350	819	1,125
<b>United States</b>	<b>372</b>	<b>363</b>	<b>322</b>	<b>18,204</b>	<b>17,240</b>	<b>15,756</b>
<b>Fall</b>						
California	470	480	475	3,901	3,504	4,038
Colorado	370	372	397	19,980	20,304	23,735
San Luis Valley	(NA)	365	390	(NA)	18,104	21,021
All other areas	(NA)	440	460	(NA)	2,200	2,714
Idaho	412	415	425	141,820	131,131	135,920
10 Southwest counties	530	520	515	10,600	8,840	8,240
Other Idaho counties	405	409	420	131,220	122,291	127,680
Maine	275	290	300	16,088	15,660	15,150
Massachusetts	330	260	320	1,287	1,014	1,248
Michigan	350	360	370	16,100	15,840	15,725
Minnesota	400	385	400	18,800	17,325	16,800
Montana	320	310	320	3,744	3,441	3,616
Nebraska	445	460	435	10,369	8,418	6,438
Nevada	380	(D)	(D)	2,698	(D)	(D)
New Mexico	460	(D)	(D)	2,852	(D)	(D)
New York	285	290	280	5,130	4,959	4,424
North Dakota	300	290	315	25,200	22,620	24,255
Ohio	220	280	280	440	504	420
Oregon	550	545	580	22,935	21,582	22,562
Pennsylvania	260	290	270	2,236	1,914	1,404
Rhode Island	250	260	245	150	130	123
Washington	585	600	615	95,940	96,000	101,475
Wisconsin	460	420	430	30,360	26,040	27,090
Other States <sup>4</sup>	(NA)	457	420	(NA)	4,889	3,906
<b>United States</b>	<b>423</b>	<b>425</b>	<b>439</b>	<b>420,030</b>	<b>395,275</b>	<b>408,329</b>
<b>All United States</b>	<b>408</b>	<b>414</b>	<b>426</b>	<b>464,970</b>	<b>434,652</b>	<b>446,693</b>

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

<sup>1</sup> Estimates discontinued in 2013.

<sup>2</sup> Beginning in 2013 Spring estimates included in Summer total for Texas.

<sup>3</sup> Beginning in 2013 Summer estimates included in Fall total for Colorado.

<sup>4</sup> Includes data withheld above.

Source: Crop Production 2014 Summary (January 2015), USDA, National Agricultural Statistics Service.



# Statistics

## Potato Production, Seed Use, Farm Disposition, Price, and Value States and United States: 2013 Crop

State	Production	Total used for seed	Farm disposition			Price per cwt	Value of	
			Seed, feed, home	Shrink and loss	Sold		Production <sup>1</sup>	Sales <sup>1</sup>
	1,000 cwt	1,000 cwt	1,000 cwt			\$	\$1,000	\$1,000
Arizona	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
California	14,369	927	2	875	13,492	17.1	246,171	229,845
Colorado	20,304	1,565	954	1,460	17,890	9.9	201,010	176,809
Delaware	392	21	1	1	390	19.2	7,526	7,476
Florida	7,080	751	(NA)	210	6,870	17	120,360	116,978
Idaho	131,131	7,545	1,166	8,525	121,440	7.75	1,016,265	941,110
Illinois	2,479	117	10	7	2,462	10.7	26,525	26,361
Kansas	1,505	125	-	60	1,445	11.3	17,007	16,320
Maine	15,660	1,030	230	1,130	14,300	10.5	164,430	149,444
Maryland	651	33	1	4	646	12.5	8,138	8,098
Massachusetts	1,014	89	-	19	995	11.1	11,255	11,002
Michigan	15,840	1,035	310	430	15,100	11.9	188,496	179,645
Minnesota	17,325	900	59	866	16,400	9.5	164,588	155,401
Missouri	2,700	102	5	2	2,693	13.8	37,260	37,126
Montana	3,441	286	226	180	3,035	12.9	44,389	39,191
Nebraska	8,418	494	183	429	7,806	13.7	115,327	106,892
Nevada	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New Jersey	552	37	8	1	543	11.7	6,458	6,342
New Mexico	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New York	4,959	374	29	113	4,817	13.4	66,451	64,404
North Carolina	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
North Dakota	22,620	1,742	299	2,111	20,210	10.3	232,986	208,518
Ohio	504	34	5	4	495	14.8	7,459	7,347
Oregon	21,582	874	72	1,400	20,110	8.75	188,843	176,312
Pennsylvania	1,914	152	3	13	1,898	16.2	31,007	30,772
Rhode Island	130	10	4	3	123	13.2	1,716	1,621
Texas	8,142	540		814	7,328	16.1	131,086	117,904
Virginia	819	74	1	2	816	23	18,837	18,750
Washington	96,000	4,175	290	6,000	89,710	8.25	792,000	738,823
Wisconsin	26,040	1,449	421	1,300	24,319	10.4	270,816	254,116
Other States <sup>2</sup>	9,081	678	44	252	8,785	11.7	106,222	103,331
<b>United States</b>	<b>434,652</b>	<b>25,159</b>	<b>4,323</b>	<b>26,211</b>	<b>404,118</b>	<b>9.71</b>	<b>4,222,628</b>	<b>3,929,938</b>

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

<sup>1</sup> May not calculate due to rounding.

<sup>2</sup> Includes data withheld above.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



## All Potatoes Price per Cwt and Value of Production - States and United States: 2012-2014

State	Price per cwt			Value of production <sup>1</sup>		
	2012	2013	2014	2012	2013	2014
	\$			\$1,000		
Arizona	(D)	(D)	(D)	(D)	(D)	(D)
California	13.10	17.10	12.10	199,767	246,171	189,577
Colorado	7.25	9.90	9.05	161,834	201,010	214,802
Delaware	19.00	19.20	14.80	6,783	7,526	5,150
Florida	20.30	17.00	18.70	180,569	120,360	131,498
Idaho	7.05	7.75	6.85	999,831	1,016,265	931,052
Illinois	8.50	10.70	9.70	23,902	26,525	25,763
Kansas	6.00	11.30	8.55	10,920	17,007	11,919
Maine	11.00	10.50	9.80	176,968	164,430	148,470
Maryland	10.60	12.50	11.70	9,264	8,138	10,226
Massachusetts	10.80	11.10	11.00	13,900	11,255	13,728
Michigan	11.60	11.90	10.90	186,760	188,496	171,403
Minnesota	8.20	9.50	9.75	154,160	164,588	163,800
Missouri	12.00	13.80	11.90	32,040	37,260	25,383
Montana	12.00	12.90	12.70	44,928	44,389	45,923
Nebraska	10.90	13.70	8.60	113,022	115,327	55,367
Nevada	(D)	(D)	(D)	(D)	(D)	(D)
New Jersey	(D)	11.70	11.90	(D)	6,458	5,093
New Mexico	(D)	(D)	(D)	(D)	(D)	(D)
New York	13.60	13.40	12.40	69,768	66,451	54,858
North Carolina	11.30	(D)	(D)	36,160	(D)	(D)
North Dakota	8.95	10.30	9.15	225,540	232,986	221,933
Ohio	11.80	14.80	13.00	5,192	7,459	5,460
Oregon	7.90	8.75	7.30	181,187	188,843	164,703
Pennsylvania	16.20	16.20	17.50	36,223	31,007	24,570
Rhode Island	12.70	13.20	15.00	1,905	1,716	1,845
Texas	14.10	16.10	17.00	105,750	131,086	115,566
Virginia	12.90	23.00	16.60	17,415	18,837	18,675
Washington	7.30	8.25	7.20	700,362	792,000	730,620
Wisconsin	8.70	10.40	10.10	264,132	270,816	273,609
Other States <sup>2</sup>	8.40	11.70	11.10	58,963	106,222	86,623
<b>United States <sup>3</sup></b>	<b>8.63</b>	<b>9.71</b>	<b>8.62</b>	<b>4,017,245</b>	<b>4,222,628</b>	<b>3,847,616</b>

(D) Withheld to avoid disclosing data for individual operations.

<sup>1</sup> The value of production is the sum of the value of production of the seasonal groups.

<sup>2</sup> Includes data withheld above.

<sup>3</sup> The 2011 and 2012 prices per cwt are derived from value of sales. The 2013 price is derived from value of production.

**Source:** Crop Values 2014 Summary (February 2015), USDA, National Agricultural Statistics Service.



# Statistics

## Fall Potato Percent of Acreage Planted by Type of Potato Selected States and United States: 2012 and 2013

State	Potato types <sup>1</sup>							
	Reds		Whites		Yellows		Russets	
	2012	2013	2012	2013	2012	2013	2012	2013
	%							
Colorado	1	4	6	10	5	8	88	78
Idaho	3	3	4	4	2	2	91	91
Maine	4	3	38	42	3	2	55	53
Michigan	1	1	86	84	1	1	12	14
Minnesota	19	20	12	11	1	1	68	68
New York	6	3	87	93	4	3	3	1
North Dakota	24	24	35	30	1	1	40	45
Oregon	3	3	14	16	3	3	80	78
Pennsylvania	2	6	91	88	2	5	5	1
Washington	4	5	7	8	2	3	87	84
Wisconsin	10	8	37	38	1	1	52	53
United States	6	7	19	20	2	2	73	71

- Represents zero.

<sup>1</sup> Predominant type shown may include small portion of other type(s) constituting less than 1 percent of State's total. Blue types are reported under red types.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.

## Potato Stocks Held by Growers, Local Dealers, and Processors – 13 Fall States: 2012-2013

Crop year and State	Current year December 1	Following year		
		February 1	April 1	June 1
	1,000 cwt			
<b>2012</b> California	2,500	1,500	(NA)	(NA)
Colorado	14,400	10,800	(NA)	(NA)
Idaho	99,500	78,500	(NA)	(NA)
Maine	12,200	9,400	(NA)	(NA)
Michigan	9,500	5,700	(NA)	(NA)
Minnesota	12,000	8,900	(NA)	(NA)
Montana	3,700	3,400	(NA)	(NA)
Nebraska	7,100	5,400	(NA)	(NA)
New York	2,700	1,200	(NA)	(NA)
North Dakota	16,800	12,700	(NA)	(NA)
Oregon	18,100	13,400	(NA)	(NA)
Washington	55,500	42,000	(NA)	(NA)
Wisconsin	17,500	11,700	(NA)	(NA)
Other States	-	-	-	-
<b>United States</b>	<b>271,500</b>	<b>204,600</b>	<b>(NA)</b>	<b>(NA)</b>
Klamath Basin <sup>1</sup>	4,800	2,800	(NA)	(NA)
<b>2013</b> California	(NA)	(NA)	800	(D)
Colorado	(NA)	(NA)	7,000	2,800
Idaho	(NA)	(NA)	47,000	20,000
Maine	(NA)	(NA)	4,400	(D)
Michigan	(NA)	(NA)	2,100	(D)
Minnesota	(NA)	(NA)	6,000	3,000
Montana	(NA)	(NA)	1,800	(D)
Nebraska	(NA)	(NA)	2,200	(D)
New York	(NA)	(NA)	650	(D)
North Dakota	(NA)	(NA)	6,500	1,800
Oregon	(NA)	(NA)	7,600	3,000
Washington	(NA)	(NA)	26,000	12,500
Wisconsin	(NA)	(NA)	7,000	1,300
Other States	-	-	-	2,485
<b>United States</b>	<b>(NA)</b>	<b>(NA)</b>	<b>119,050</b>	<b>46,885</b>
Klamath Basin <sup>1</sup>	(NA)	2,800	1,850	(NA)

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

<sup>1</sup> Includes data withheld above.

<sup>2</sup> Includes potato stocks in California and Klamath County, Oregon.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



## Top 50 Registered Seed Potato Varieties Grown in Canada Total Hectareage Accepted by Province: 2014

Variety Name	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Total Hectares
RUSSET BURBANK		1,274.082		749.282	51.903		1,138.360	230.955	1,587.313	7.962	5,039.857
GOLDRUSH	5.277	793.996		165.387	910.320	2.326	34.980	4.412	37.456	0.772	1,954.926
ATLANTIC	0.641	323.926		525.171	2.380	6.000			79.466	3.386	940.970
NORLAND		204.058		37.804	128.955	2.713	138.090	192.461	86.996	10.691	801.768
SHEPODY		346.334		166.432	1.339	7.818	5.000	43.122	153.857	8.062	731.964
RANGER RUSSET		264.441		20.531			130.810	55.083	200.861	14.613	686.339
RUSSET NORKOTAH		28.782		183.841	1.199		16.900	95.851	225.403	28.189	580.165
SUPERIOR	0.401	327.444		31.526	199.997	9.373	1.500				570.241
EVA	1.080	549.756		15.405							566.241
KENNEBEC	0.001	352.463		124.641	5.973	22.223	1.000	0.362	8.689	31.579	546.931
CHIEFTAIN	1.451	82.600		93.429	195.975	11.637			23.073	78.329	486.494
INNOVATOR		106.364		170.541	0.270		126.090		13.720		416.985
YUKON GOLD	0.005	116.458		72.184	34.410	10.694	43.190	4.132	27.940	85.831	394.844
HO2000		259.099		0.001				71.621	51.611		382.332
UMATILLA RUSSET		1.214			0.501		138.460	63.400	102.048		305.623
ENVOL					288.064						288.064
DAKOTA PEARL		76.073		21.820	21.113	24.035	48.400		56.519	0.002	247.962
AC CHALEUR	1.271	111.831		4.564	104.610	6.100					228.376
BABY BOOMER		147.972						65.832	5.911		219.715
SANGRE		10.482					94.460	14.033	57.232	0.220	176.427
YUKON GEM		155.661		7.770		7.543		0.001			170.975
BINTJE				1.400		0.100		15.361	135.730	0.472	153.063
SNOWDEN		13.034		109.382	5.553				15.444		143.413
CLASSIC RUSSET		89.221		37.695	9.896			0.071	1.132		138.015
MILVA								124.430			124.430
SIFRA		73.917		0.010	9.712	14.000			18.362	1.872	117.873
RED PONTIAC				70.490			15.700	2.742		6.481	95.413
PICCOLO		65.559						14.100	15.700		95.359
CAL WHITE				59.010	0.561	13.703	5.500		1.564	14.262	94.600
FABULA		45.666		39.810	0.086				8.462		94.024
RED LA SODA		14.582		37.908	0.045				0.884	31.534	84.953
ANDOVER		14.167		49.786	15.339				3.113		82.405
DARKRED CHIEFTAIN		26.205			52.982	1.000	1.800				81.987
VIKING				0.300	9.046		63.700	4.453	2.116		79.615
GEMSTAR RUSSET		2.025		2.020	34.562	33.010		0.109	0.930	2.652	75.308
AGATA		1.000					44.100		29.918		75.018
VIVALDI		15.433		0.010	40.581				8.091		64.115
NORVALLEY		62.554								0.001	62.555
IPM-ABR		0.002			14.113			20.101	27.428		61.644
ADORA		0.002		1.511	21.482	6.600	23.500	0.440	3.452		56.987
PACIFIC RUSSET		15.200		10.110					26.025	2.251	53.586
AC PEREGRINE RED							37.070	10.021		3.833	50.924
ALTURAS									48.278		48.278
BLAZER RUSSET				29.012					17.662		46.674
RED MARIA				0.001	41.813						41.814
HARMONY				23.400	10.780				4.000		38.180
AMBRA		6.886		0.010	10.729				13.482		31.107
MODOC		3.700		10.000	9.643			6.967			30.310
MUSICA							23.900		5.161		29.061
CARLINGFORD		28.843									28.843
Total top 50 registered varieties	10	6,011	0	2,872	2,234	179	2,133	1,040	3,105	333	17,916.753
Total other varieties <sup>1</sup>	7	1,162	0	1,125	454	58	162	158	935	79	4,139
TOTAL ALL	17	7,173	0	3,997	2,687	237	2,294	1,199	4,040	412	22,056.060

<sup>1</sup> Other varieties included non registered varieties, varieties grown on smaller hectareage and varieties that were not approved for release by the Canadian Representative.

Note: To convert hectares to acres multiply the number of hectares x 2.471, i.e. 100 hectares equals 247.1 acres.

Source: Canadian Food Inspection Agency, October 2014.



# Statistics

## Fall Potato Acres Planted for Certified Seed – Selected States and United States: 2012 and 2013

State	2012 Crop			2013 Crop		
	Entered for certification	Certified	Percent certified	Entered for certification	Certified	Percent certified
	acres			acres		
Alaska	124	124	100	76	76	100
California	840	840	100	815	815	100
Colorado	15,964	13,834	87	13,256	9,737	73
Idaho	35,729	35,382	99	33,579	33,101	99
Maine	11,712	11,445	98	10,794	10,794	100
Michigan	2,355	2,355	100	2,253	2,242	100
Minnesota	7,138	6,082	85	6,564	5,385	82
Montana	10,429	10,429	100	10,136	10,136	100
Nebraska	6,165	5,312	86	6,106	6,097	100
New York	762	762	100	618	618	100
North Dakota	19,607	14,446	74	17,953	14,170	79
Oregon	2,792	2,708	97	2,531	2,460	97
Pennsylvania	325	325	100	343	325	95
Washington	3,012	2,964	98	3,065	3,052	100
Wisconsin	8,670	8,670	100	8,404	8,404	100
<b>United States</b>	<b>125,624</b>	<b>115,678</b>	<b>92</b>	<b>116,493</b>	<b>107,412</b>	<b>92</b>

(NA) Not available.

(X) Not applicable.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.

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## 2014 Total Certified Seed Potato Acres Accepted, United States

Cultivar/clone	AK	CA	CO	ID	ME	MI	MN	MT	NE	ND	NV	NY	OR	WA	WI	Acres
Russet Burbank			0.20	13,469.87		200.19	981.02	4,312.32	220.27	1,002.16			91.30	289.15	74.50	20,640.98
Frito-Lay Varieties		63.00		853.50	1,938.40				2,762.79	596.25	121.87		291.21	69.00	2,170.70	8,866.72
Ranger Russet				4,951.01			37.51	1,235.73	59.41	1,288.00	4.62		296.72	153.00		8,026.00
Norland "Dark Red"	0.20			532.79	552.92		1,196.15	127.72		1,515.40		2.31	19.07		917.76	4,864.32
Umatilla Russet				1,026.56			82.32	1,505.47	77.80	1,071.22	9.00		190.87	248.15	2.75	4,214.14
Norland "Red"			0.20	0.30		0.40	419.37	44.85		2,835.85		0.35	16.00		291.96	3,609.28
Miscellaneous	1.20	19.00	1,702.80	0.01	0.07	970.08	41.41			0.61	1.07	387.27	1.70	8.62	3,133.84	
Atlantic		122.00	194.50	231.75	888.17	59.95	56.81	11.42	227.15	287.51		0.62	85.06	60.00	703.26	2,928.20
Russet Norkotah	4.30			590.80	135.00	121.00	24.07	382.80	264.77	254.11			341.80	180.00	344.70	2,643.35
Alturas				1,697.63			0.01	669.72			2.64		190.04			2,560.04
Dakota Pearl				70.30			357.31		88.33	1,711.18						2,227.12
Snowden					778.16	360.42		12.01	160.64	33.00		16.50	50.22		689.09	2,100.04
Russet Norkotah Sel 296			684.00	912.00		0.70		2.65	228.90	85.47			121.80		64.00	2,099.52
Red LaSoda		169.00	0.60	29.00	199.10	1.00	141.01	0.10	4.46	1,300.35			25.22	177.69	37.50	2,085.03
Russet Norkotah Sel 3			339.80	1,148.24				413.63	42.74	0.33			19.50	62.75		2,026.99
Russet Norkotah Sel 278			45.40	1,086.70				274.54	206.84	169.30			56.90			1,839.68
Classic Russet			1,060.40	34.12	33.75		0.01	246.75	300.00				0.10	0.15		1,675.28
Yukon Gold	3.00	14.00	313.10	115.43	385.68		190.88	43.79	8.24	57.45		17.54	76.36	89.70	160.61	1,475.78
Bannock Russet				240.60			5.01		96.00	1,074.05					5.05	1,420.71
Shepody	0.20			610.16	106.97		0.01	43.90	95.00	186.04			117.60	39.00		1,198.88
Chieftain	2.40	59.00	60.20	160.25	22.05		236.33	45.70		7.26		5.62	83.90	508.56		1,191.27
Canela Russet			1,115.80										28.00		20.20	1,164.00
Goldrush	0.50				210.40	7.10	5.01			126.53		0.42			652.56	1,002.52
Lamoka			69.00	49.3	153.20	125.73	17.51	7.71	144.89	14.10		52.30		24.00	310.08	967.82
Silverton Russet			0.20				0.01			246.25					716.50	962.96
Prospect									243.39	649.00						892.39
Centennial Russet			883.20													883.20
Cal White	7.70	141.00	4.30	390.95			121.21	56.50	1.94	0.30			18.00	132.58		874.48
Russet Norkotah Sel 8			481.60	55.20		1.20			63.54	30.15					202.01	833.70
Superior (NY Strain)					716.34											716.34
Russet Norkotah Sel 112			220.40	273.00				112.16	43.62	51.30						700.48
Russet Burbank (ID Strain)					627.28											627.28
Teton Russet			425.90	127.25			0.01	21.90		19.40					7.31	601.77
Clearwater Russet			59.90	401.22			0.01	121.23			1.07		1.07			584.49
Cascade		109.00					418.01			4.94				45.26		577.21
Reba					481.71	37.60						38.91			9.76	567.98
Agata			57.70	295.93			0.01			176.00						529.64
Modoc			266.10	63.00						144.80		6.24	35.70	0.17		516.01
Kennebec	0.10		2.30	0.20	323.46		167.38	4.11				2.44			8.36	508.35
Pike	0.90			7.50	48.53	90.00						2.78	113.50	27.00	210.87	501.08
Rio Grande Russet			485.70	0.20												485.90
LaRatte			390.50	22.4			0.01					40.44	0.05	7.91		461.31
Superior					0.62	37.00						66.51			326.66	430.79
Russet Burbank (MT Strain)					429.41											429.41
Satina			90.60	12.30	65.81		47.21	52.00				22.37		124.80		415.09
Norwis					406.80											406.80
Chipeta			281.30	98.90												380.20
Ciklamen			112.60	88.91										161.40		362.91
Granola		67.00		150.06			117.01			0.20						334.27
Beacon Chipper					303.50	0.50	0.01								18.66	322.67
All Other Varieties	10.90	272.00	1,646.33	2,569.36	2,053.17	174.01	916.88	445.79	774.6	1,165.00	3.91	340.25	307.06	762.69	683.63	12,125.63
<b>Total Acres</b>	<b>31.40</b>	<b>1,035.00</b>	<b>10,994.63</b>	<b>32,366.69</b>	<b>10,860.50</b>	<b>2,186.88</b>	<b>5,579.51</b>	<b>10,194.50</b>	<b>6,115.4</b>	<b>16,103.51</b>	<b>143.11</b>	<b>616.68</b>	<b>2,964.32</b>	<b>3,164.66</b>	<b>8,637.10</b>	<b>110,984.42</b>

Source: Colorado Potato Seed Certification Service, October 2014.



# Statistics

## U.S. Monthly and Season-Average Grower Price for Potatoes: 1994-2015

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
\$ per cwt													
<b>Table Stock:</b>													
1995	4.70	5.43	5.84	5.97	7.26	9.85	10.70	9.63	9.31	8.00	7.87	7.54	8.87
1996	7.99	8.52	8.86	9.01	9.78	10.50	9.74	7.06	5.82	5.31	4.02	3.73	5.05
1997	3.21	3.82	3.46	3.92	4.60	5.34	7.02	9.04	7.02	6.65	6.07	6.05	6.65
1998	5.76	6.81	7.54	6.83	7.31	7.23	6.94	6.73	6.62	5.75	5.77	5.41	6.94
1999	6.08	6.94	7.85	8.32	7.70	9.08	9.79	9.67	7.23	6.26	6.58	7.00	6.94
2000	6.21	6.62	6.74	6.61	7.30	7.40	8.81	8.15	5.90	4.66	4.16	4.77	5.27
2001	3.54	5.41	4.48	5.53	7.23	8.31	8.93	12.96	10.96	8.69	8.68	9.37	10.79
2002	10.49	11.63	13.19	12.17	14.69	16.28	16.70	15.31	11.52	8.34	8.62	8.60	9.59
2003	8.05	8.51	8.57	8.35	9.09	9.20	8.95	8.48	6.87	6.21	6.19	6.13	7.34
2004	6.28	6.79	7.38	7.84	7.65	9.01	7.99	7.76	6.75	5.07	4.89	5.57	6.70
2005	6.15	6.64	8.06	7.24	7.36	8.29	10.05	11.00	9.61	8.80	9.04	9.18	10.31
2006	9.58	9.14	13.82	12.39	10.56	12.02	12.70	13.97	9.81	8.67	8.63	8.70	10.25
2007	9.05	10.05	11.04	13.09	10.37	10.36	9.74	10.53	7.85	7.68	8.11	8.52	10.84
2008	9.67	10.30	10.25	11.77	14.56	18.03	18.00	23.66	19.39	17.59	14.97	14.19	14.44
2009	12.95	12.45	12.07	10.60	12.21	13.28	10.56	11.85	8.77	7.46	6.68	6.19	8.35
2010	5.70	6.68	6.56	6.54	9.19	8.21	8.35	13.27	11.14	10.32	10.23	13.63	12.71
2011	11.03	12.02	14.51	14.6	15.33	16.58	18.9	22.65	13.69	10.99	10.88	10.86	12.82
2012	10.68	10.67	12.21	15.06	13.62	11.58	9.87	12.26	7.42	6.71	6.61	6.38	9.16
2013	6.31	6.13	5.92	9.98	10.96	14.27	16.76	20.97	12.40	11.16	10.55	9.87	12.48
2014	9.47	9.67	10.25	11.57	10.96	11.62	10.93	9.65	8.34	7.86	8.37	8.68	-
2015	9.21	8.92	8.72										
<b>Processing:</b>													
1995	4.89	4.90	4.80	4.76	4.82	5.07	5.80	4.98	4.90	4.65	5.37	5.39	5.21
1996	5.42	5.44	5.71	5.87	6.59	6.47	5.92	4.91	4.67	4.67	4.67	4.77	4.82
1997	4.98	4.90	5.11	5.02	6.04	5.04	4.33	4.81	4.61	4.60	4.71	4.96	5.00
1998	5.07	5.26	5.24	5.48	5.97	5.58	5.04	4.83	4.55	4.31	4.61	5.22	4.86
1999	5.11	4.94	5.14	5.30	5.32	5.30	5.28	4.43	4.59	4.67	5.04	4.95	4.99
2000	5.18	5.27	5.21	5.41	5.37	5.34	4.89	4.46	4.48	4.34	4.69	5.07	4.70
2001	4.95	5.15	5.10	5.19	5.10	4.96	5.24	4.43	4.56	4.47	4.89	5.15	5.05
2002	5.37	5.27	5.34	5.66	6.02	5.83	6.09	4.67	4.62	4.79	5.14	5.35	5.16
2003	5.29	5.27	5.28	5.49	5.59	5.59	5.38	4.88	4.62	4.46	4.77	5.19	5.11
2004	5.30	5.40	5.24	5.56	5.62	5.53	5.15	4.76	4.59	4.46	4.87	5.10	5.06
2005	5.29	5.28	5.37	5.45	5.69	5.51	5.52	4.91	4.65	4.66	4.89	5.51	5.39
2006	5.65	5.58	5.73	6.04	6.30	6.46	6.40	5.43	5.20	5.11	5.68	5.94	5.90
2007	6.14	6.03	6.36	6.55	6.74	6.65	6.51	5.55	5.34	5.29	5.62	6.14	6.01
2008	6.20	6.34	6.25	6.58	6.72	6.85	6.72	5.75	5.75	5.61	6.01	6.31	6.49
2009	6.89	7.00	7.01	7.50	7.93	7.44	7.27	7.14	7.88	7.06	7.46	8.17	8.15
2010	8.45	8.46	8.74	9.04	8.95	8.40	8.25	6.30	6.16	6.27	6.89	7.55	7.41
2011	7.62	7.52	8.38	8.8	8.44	8.51	8.6	7.34	6.56	6.6	7.47	8.1	7.84
2012	8.38	8.27	8.37	9.04	9.15	8.74	8.87	7.71	7.28	7.13	7.79	8.37	8.27
2013	8.76	8.54	8.78	9.02	9.29	9.03	9.27	9.29	7.49	7.31	8.06	8.64	8.56
2014	8.72	8.76	8.58	8.90	8.67	9.01	9.13	7.92	7.47	6.92	7.75	8.58	-
2015	8.87	8.47	8.59										
<b>All Uses:<sup>1</sup></b>													
1995	4.83	4.97	5.37	5.41	5.86	7.12	8.75	6.64	5.76	6.30	6.39	6.33	6.75
1996	6.65	6.92	7.51	7.82	8.09	8.16	7.79	5.58	4.92	4.75	4.44	4.28	4.91
1997	4.22	4.56	4.64	4.67	5.31	4.66	5.66	6.31	5.08	4.93	5.12	5.36	5.64
1998	5.41	5.88	6.41	6.27	6.46	6.13	5.78	5.38	5.08	4.55	5.02	5.29	5.56
1999	5.50	5.75	6.12	6.50	6.06	6.54	7.35	5.91	5.33	4.98	5.58	5.68	5.76
2000	5.56	5.78	6.14	6.49	6.28	5.97	6.58	5.32	4.79	4.39	4.50	4.93	5.08
2001	4.72	5.28	5.12	5.47	5.22	5.71	6.36	7.20	6.23	5.28	6.16	6.73	6.99
2002	7.34	7.33	8.24	8.01	8.59	9.38	10.59	7.39	6.29	5.53	6.24	6.62	6.67
2003	6.44	6.47	6.79	6.98	6.93	6.69	6.82	5.78	5.16	4.85	5.21	5.56	5.88
2004	5.70	5.93	6.11	6.62	6.37	6.44	6.14	5.57	5.16	4.61	4.89	5.28	5.65
2005	5.64	5.83	6.44	6.19	6.06	6.31	7.10	6.48	5.64	5.38	6.35	6.87	7.04
2006	7.09	6.80	8.48	8.36	7.73	8.46	9.32	7.55	6.12	5.68	6.68	6.92	7.31
2007	7.15	7.38	7.92	8.69	7.94	7.74	7.96	6.70	5.79	5.67	6.47	7.02	7.51
2008	7.50	7.76	7.87	8.45	9.23	10.37	10.98	10.71	8.65	7.60	7.77	9.30	9.09
2009	9.27	9.07	9.33	9.44	9.46	9.48	8.63	8.54	8.01	7.11	7.22	7.47	8.25
2010	7.45	7.79	7.86	8.36	8.87	8.22	8.25	7.84	7.22	7.03	8.01	9.94	9.2
2011	8.94	9.17	10.77	10.85	10.7	10.91	12.81	10.08	8.05	7.46	8.58	9.06	9.41
2012	9.13	9.14	10.16	11.42	10.56	9.66	9.4	9.04	7.31	7.02	7.39	7.74	8.65
2013	7.97	8.02	8.33	10.48	9.56	10.40	12.03	12.00	8.48	7.96	8.87	9.02	9.71
2014	9.02	9.22	9.47	11.29	10.77	10.38	9.81	8.22	7.7	7.13	7.99	8.64	8.62
2015	9.07	8.91	9.21										

p = Preliminary. - = Not available. 1 = Average price received by growers for all potatoes.

Source: Quick Stats, USDA, National Agricultural Statistics Service, May 2015.



## U.S. Monthly Retail Price, by Product: 2000-2015 <sup>1</sup>

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
	\$ per pound												
Fresh: <sup>2</sup>													
2000	0.392	0.401	0.393	0.388	0.379	0.376	0.390	0.400	0.374	0.367	0.351	0.347	0.380
2001	0.355	0.348	0.356	0.362	0.363	0.388	0.409	0.439	0.422	0.418	0.410	0.410	0.390
2002	0.426	0.447	0.465	0.493	0.508	0.517	0.549	0.559	0.511	0.492	0.473	0.479	0.493
2003	0.483	0.472	0.463	0.466	0.466	0.462	0.464	0.464	0.444	0.441	0.438	0.439	0.459
2004	0.457	0.446	0.459	0.461	0.435	0.462	0.471	0.464	0.446	0.450	0.443	0.449	0.454
2005	0.458	0.448	0.440	0.450	0.452	0.455	0.477	0.491	0.482	0.505	0.499	0.498	
2006	0.504	0.517	0.517	0.522	0.533	0.541	0.556	0.572	0.563	0.545	0.517	0.517	
2007	0.517	0.514	0.518	0.529	0.530	0.538	0.545	0.522	0.520	0.517	0.527	0.520	
2008	0.525	0.531	0.542	0.546	0.562	0.598	0.672	0.724	0.763	0.731	0.699	0.678	
2009	0.676	0.660	0.652	0.620	0.616	0.634	0.641	0.638	0.612	0.592	0.561	0.560	
2010	0.563	0.555	0.557	0.553	0.571	0.585	0.593	0.621	0.597	0.579	0.568	0.582	
2011	0.603	0.611	0.636	0.653	0.693	0.685	0.717	0.755	0.735	0.683	0.686	0.666	
2012	0.676	0.673	0.680	0.690	0.675	0.676	0.672	0.652	0.645	0.625	0.625	0.621	
2013	0.627	0.636	0.611	0.619	0.636	0.646	0.704	0.756	0.746	0.688	0.675	0.667	
2014	0.688	0.684	0.678	0.672	0.678	0.685	0.696	0.689	0.671	0.669	0.641	0.636	
2015	0.668	0.646	0.639	-	-	-	-	-	-	-	-	-	-
Chips: <sup>3</sup>													
2000	3.386	3.448	3.354	3.409	3.345	3.302	3.310	3.302	3.416	3.341	3.276	3.437	3.361
2001	3.391	3.361	3.378	3.315	3.395	3.564	3.335	3.404	3.397	3.589	3.507	3.477	3.428
2002	3.437	3.278	3.418	3.294	3.162	3.430	3.195	3.312	3.498	3.357	3.418	3.472	3.356
2003	3.483	3.462	3.546	3.581	3.415	3.581	3.367	3.539	3.508	3.425	3.493	3.583	3.499
2004	3.428	3.584	3.435	3.377	3.359	3.446	3.460	3.455	3.244	3.395	3.308	3.350	3.403
2005	3.256	3.315	3.224	3.456	3.377	3.519	3.364	3.363	3.302	3.367	3.412	3.459	
2006	3.426	3.370	3.517	3.457	3.604	3.369	3.467	3.544	3.533	3.494	3.399	3.409	
2007	3.359	3.424	3.485	3.482	3.511	3.473	3.512	3.608	3.558	3.637	3.667	3.646	
2008	3.530	3.759	3.771	3.885	3.837	4.062	4.159	4.120	4.123	4.196	4.330	4.482	
2009	4.534	4.611	4.550	4.683	4.438	4.557	4.566	4.554	4.627	4.533	4.528	4.653	
2010	4.651	4.561	4.570	4.461	4.594	4.706	4.659	4.665	4.631	4.770	4.689	4.742	
2011	4.790	4.724	4.837	4.850	4.944	5.038	5.052	5.185	5.036	5.111	5.015	5.032	
2012	4.995	5.091	5.087	5.010	5.200	5.264	5.029	4.851	4.785	4.938	4.868	4.713	
2013	4.793	4.878	4.970	4.811	4.510	4.507	4.688	4.577	4.528	4.576	4.601	4.536	
2014	4.411	4.411	4.538	4.419	4.372	4.350	4.308	4.437	4.357	4.328	4.247	4.270	
2015	4.263	4.298	4.400	-	-	-	-	-	-	-	-	-	-

- Not available.

<sup>1</sup> Average price data, U.S. city average.

<sup>2</sup> Commodity code APU0000712112.

<sup>3</sup> Commodity code APU0000718311.

**Source:** Bureau of Labor Statistics/U.S. Department of Labor, Consumer Price Indexes.



# Statistics

## Farm Marketings of All Potatoes, Percent of Sales, United States: 2004-2013

Month	Marketing year									
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	%									
<b>Previous year</b>										
November	-	-	0.1	0.1	-	-	-	-	-	-
December	0.1	0.1	0.1	0.1	0.2	0.1	-	-	-	-
<b>Current year</b>										
January	0.2	0.2	0.3	0.2	0.2	0.3	-	-	-	-
February	0.3	0.3	0.4	0.2	0.3	0.2	0.1	-	-	-
March	0.3	0.5	0.1	0.4	0.2	0.2	0.2	0.1	0.1	-
April	0.6	0.7	0.8	0.9	0.7	0.4	0.6	1.0	1.6	1.1
May	1.9	1.4	1.3	1.5	1.7	1.5	1.7	1.7	1.7	1.2
June	2.8	2.2	2.7	1.7	2.2	2.5	2.5	2.0	1.5	1.6
July	1.6	1.8	1.8	1.6	2.4	1.7	1.6	1.6	1.7	1.4
August	8.6	6.6	6.9	6.9	5.9	5.4	4.9	8.3	7.7	8.5
September	10.7	10.9	11.0	11.2	10.8	11.7	12.2	11.2	11.5	11.0
October	11.8	13.4	13.0	13.4	14.3	13.1	14.4	12.6	12.3	12.5
November	8.2	7.3	7.3	7.7	7.4	7.0	7.4	7.2	7.3	7.5
December	6.6	7.5	6.9	7.0	6.5	6.6	6.6	6.9	6.9	7.1
<b>Following year</b>										
January	6.2	6.9	7.3	6.9	6.9	6.3	6.4	6.6	6.5	6.8
February	6.6	7.1	7.0	7.4	6.5	7.2	7.0	7.3	7.5	7.5
March	8.2	9.0	8.4	7.9	8.2	8.6	8.6	8.7	8.4	8.2
April	8.2	8.4	8.3	8.2	8.4	8.6	8.6	8.5	8.2	8.1
May	6.9	7.6	7.4	7.1	7.1	7.3	7.3	6.8	7.7	7.7
June	6.4	4.7	5.6	5.0	5.9	6.0	5.7	5.8	5.6	5.9
July	3.8	3.4	3.3	4.6	4.2	5.3	4.2	3.7	3.8	3.9

- Represents zero.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.

## Quantity of Potatoes Used for Processing – 9 States: 2011-2013

State and crop year	December 1	January 1	February 1	March 1	April 1	May 1	June 1	Season
	1,000 cwt							
<b>Idaho and Malheur County, Oregon</b>								
2011	28,060	34,800	41,800	49,460	56,680	63,800	71,510	84,780
2012	27,900	34,740	41,890	49,980	57,750	65,430	73,430	89,780
2013	25,770	32,060	39,090	46,320	53,755	61,780	70,425	85,280
<b>Maine<sup>1</sup></b>								
2011	1,860	2,380	3,095	3,695	4,360	4,940	5,345	6,790
2012	1,890	2,380	3,005	3,600	4,290	5,075	5,740	7,720
2013	1,570	1,990	2,510	3,060	3,680	4,240	4,800	6,315
<b>Washington and Oregon<sup>2</sup></b>								
2011	31,750	38,165	44,475	51,630	58,515	65,320	73,040	84,105
2012	31,295	37,730	43,820	51,765	57,915	64,500	70,470	80,400
2013	31,575	37,990	45,420	52,690	59,025	64,905	72,325	80,655
<b>Other States<sup>3</sup></b>								
2011	14,205	16,770	19,525	21,930	24,910	27,230	29,960	36,200
2012	14,270	16,765	19,785	22,520	25,170	28,320	31,100	40,395
2013	11,365	14,280	17,470	20,475	23,695	26,990	30,195	37,425
<b>United States</b>								
2011	75,875	92,115	108,895	126,715	144,465	161,290	179,855	211,875
2012	75,355	91,615	108,500	127,865	145,125	163,325	180,740	218,295
2013	70,280	86,320	104,490	122,545	140,155	157,915	177,745	209,675
<b>Dehydrated<sup>4</sup></b>								
2011	13,375	16,845	20,875	24,410	28,070	31,533	35,310	42,585
2012	13,965	17,640	22,000	26,105	30,135	34,610	38,945	47,305
2013	12,065	15,875	19,835	23,380	27,140	31,095	34,895	44,385

<sup>1</sup> Includes Maine grown potatoes only. Amounts exclude quantities used for potato chips.

<sup>2</sup> Oregon excluding Malheur County.

<sup>3</sup> Colorado, Minnesota, Nevada, North Dakota, and Wisconsin. Monthly amounts exclude quantities used for potato chips in Wisconsin.

<sup>4</sup> Dehydrated products except starch and flour. Includes Colorado, Idaho, Minnesota, Nevada, Oregon, and Washington.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



## Number of Chip and Shoestring Plants and Quantity Used for Chipping and Shoestrings, by Area and United States: 2012-2013

Area	2012		2013	
	Plants #	Quantity 1,000 cwt	Plants #	Quantity 1,000 cwt
<b>New England:</b> Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	3	3,089	3	3,267
<b>Eastern:</b> Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia	15	13,702	16	12,014
<b>North Central:</b> Michigan, Ohio, West Virginia	15	5,500	16	6,512
<b>Mid-Central</b> <sup>1</sup> : Kansas, Missouri, Nebraska	(D)	(D)	(D)	(D)
<b>Midwest:</b> Illinois, Indiana, Iowa, Minnesota, North Dakota, South Dakota, Wisconsin	13	8,757	13	11,381
<b>Southeast:</b> Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	10	10,885	7	8,984
<b>South Central:</b> Arkansas, Oklahoma, Texas	5	4,676	5	4,903
<b>Rocky Mountains</b> <sup>1</sup> : Colorado, Idaho, Montana, New Mexico, Utah, Wyoming	(D)	(D)	(D)	(D)
<b>West Coast:</b> Alaska, Arizona, California, Hawaii, Nevada, Oregon, Washington	12	8,986	12	9,146
<b>United States</b>	<b>80</b>	<b>59,304</b>	<b>79</b>	<b>60,210</b>

(D) Withheld to avoid disclosing data for individual operations.

<sup>1</sup> Included in United States total.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



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# Statistics

## Marketing Year Average Price Received for Potatoes by States and United States: 2012-2013

State	2012 \$ per cwt	2013 \$ per cwt	State	2012 \$ per cwt	2013 \$ per cwt
Alaska	27.60	23.50	New Jersey	(D)	11.70
Arizona	(D)	(D)	New Mexico	(D)	(D)
California			New York	13.60	13.40
All potatoes	13.10	12.10	North Carolina	11.30	(D)
Spring	14.80	19.40	North Dakota		
Fall	7.20	10.10	All potatoes	8.95	10.30
Colorado			Fresh	9.40	12.90
All potatoes	7.25	9.90	Processing	8.70	9.40
Fresh	7.85	11.20	Ohio	11.80	14.80
Delaware	19.00	19.20	Oregon	7.90	8.75
Florida	20.30	17.00	Pennsylvania	16.20	16.20
Idaho			Rhode Island	12.70	13.20
All potatoes	7.05	7.75	Texas	14.10	16.10
Fresh	5.30	7.15	Virginia	12.90	23.00
Processing	7.85	7.85	Washington		
Illinois	8.50	10.70	All potatoes	7.30	8.25
Kansas	6.00	11.30	Processing	7.15	7.45
Maine	11.00	10.50	Wisconsin		
Maryland	10.60	12.50	All potatoes	8.70	10.40
Massachusetts	10.80	11.10	Fresh	7.40	11.90
Michigan	11.60	11.90	Processing	9.40	9.40
Minnesota	8.20	9.50	United States		
Missouri	12.00	13.80	All potatoes	8.63	9.71
Montana	12.00	12.90	Fresh	9.16	12.48
Nebraska	10.90	13.70	Processing	8.27	8.56
Nevada	(D)	(D)			

(D) Withheld to avoid disclosing data for individual operations.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.

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## U.S. per Capita Utilization of Potatoes, by Category: 1970-2014<sup>1</sup>

Year	Total	Fresh	Processing				
			Total	Freezing	Chips & Shoestrings	Dehydrating	Canning
	Pounds/person/year, farm weight						
1970	121.7	61.8	59.9	28.5	17.4	12.0	2.0
1971	117.8	56.1	61.7	30.1	17.2	12.3	2.1
1972	119.4	57.9	61.5	30.3	16.7	12.4	2.1
1973	118.3	52.4	65.8	34.2	16.3	13.1	2.2
1974	117.2	49.4	67.8	35.3	15.7	14.5	2.3
1975	121.9	52.6	69.3	37.1	15.5	14.7	2.0
1976	125.3	49.5	75.9	41.8	15.8	16.3	2.0
1977	122.1	50.1	72.0	42.2	16.2	11.4	2.2
1978	119.4	46.0	73.5	42.6	16.5	12.1	2.3
1979	117.8	49.3	68.5	38.5	16.7	11.2	2.1
1980	114.7	51.1	63.6	35.4	16.5	9.8	1.9
1981	116.5	45.8	70.7	41.5	16.6	10.8	1.8
1982	115.0	47.1	67.9	38.6	17.0	10.4	1.9
1983	118.7	49.8	68.9	39.2	17.8	10.0	1.9
1984	122.1	48.3	73.8	43.7	18.0	10.3	1.8
1985	122.4	46.3	76.1	45.4	17.6	11.2	1.9
1986	125.9	48.8	77.1	46.3	18.1	10.9	1.8
1987	126.0	47.9	78.1	47.9	17.6	10.8	1.8
1988	122.3	49.6	72.7	43.3	17.1	10.4	1.9
1989	127.0	50.0	77.0	46.8	17.4	10.8	2.0
1990	123.9	46.7	77.2	46.4	16.4	12.6	1.8
1991	134.1	50.2	83.9	51.1	17.3	13.8	1.7
1992	129.9	48.3	81.6	49.9	17.1	12.8	1.8
1993	136.7	50.1	86.6	53.5	17.7	13.7	1.7
1994	136.7	49.6	87.1	55.7	16.5	13.2	1.7
1995	136.9	49.2	87.7	56.2	16.4	13.2	1.9
1996	145.0	49.9	95.1	60.2	16.4	16.7	1.8
1997	137.8	47.3	90.5	57.8	15.5	15.5	1.7
1998	137.7	46.9	90.8	58.1	14.7	16.5	1.5
1999	136.2	47.7	88.5	58.5	15.9	12.4	1.7
2000	137.7	47.2	90.5	57.5	15.6	15.7	1.7
2001	138.5	46.6	91.9	58.2	17.4	14.8	1.6
2002	131.9	44.3	87.6	55.2	16.3	14.7	1.4
2003	137.9	46.8	91.2	57.1	17.2	15.5	1.4
2004	134.6	45.8	88.8	57.4	16.4	13.8	1.2
2005	125.4	41.3	84.1	54.4	16.1	12.8	0.9
2006	123.7	38.6	85.1	53.3	18.6	12.4	0.8
2007	124.4	38.7	85.7	53.2	18.6	13.0	0.9
2008	118.3	37.8	80.5	51.5	15.7	12.4	0.9
2009	113.5	36.7	76.8	50.5	13.7	11.8	0.8
2010	113.9	36.8	77.1	50.2	15.0	11.2	0.7
2011	110.3	34.1	76.2	48.2	16.8	10.6	0.7
2012	114.8	34.4	80.5	48.4	17.5	13.8	0.8
2013	116.0	34.8	81.2	49.3	18.1	13.3	0.6
2014 p	111.2	34.4	76.7	47.5	17.0	11.7	0.5

p Preliminary.

<sup>1</sup> Calendar-year estimates on a fresh-equivalent basis.

Source: Vegetable and Pulses Yearbook, March 2015, USDA, Economic Research Service.



# Statistics

## Potato Utilization, United States: 2011-2013

Utilization items	2011	Crop year 2012	2013
	1,000 cwt		
<b>Sales</b>			
Table stock	102,655	118,535	104,326
Processing			
Chips and shoestrings	58,703	59,304	60,210
Dehydrated <sup>1</sup>	45,511	49,894	47,827
Frozen french fries	144,626	142,993	139,007
Other frozen products	15,188	20,635	19,176
Canned products	1,650	1,764	651
Other canned products (hash, stews, soups)	716	734	660
Starch, flour, and other	6,013	7,919	8,579
Total	272,407	283,220	276,110
<b>Other sales</b>			
Livestock feed	825	4,080	1,251
Seed	21,863	23,706	22,431
Total	22,688	27,786	23,682
<b>Total sales</b>	<b>397,750</b>	<b>429,541</b>	<b>404,118</b>
<b>Non-sales</b>			
Seed used on farms where grown	3,012	3,286	3,215
Household use and used for feed on farms where grown	1,130	1,583	1,108
Shrinkage and loss	27,755	28,356	26,211
Total non-sales	31,897	33,225	30,534
<b>Total production</b>	<b>429,647</b>	<b>462,766</b>	<b>434,652</b>

<sup>1</sup> Dehydrated products except starch and flour.

Source: Potatoes 2013 Summary (September 2014), USDA, National Agricultural Statistics Service.



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## World Potato Production

Country	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	Tons									
China	72,256,279	70,906,729	54,075,569	64,837,389	70,839,652	73,281,890	81,594,184	88,290,500	92,762,500	95,941,500
India	27,925,800	28,787,700	29,174,600	28,599,600	34,658,000	34,390,900	36,577,300	42,339,400	41,483,000	45,343,600
Russian Federation	35,914,240	37,279,820	38,572,640	36,784,200	28,846,360	31,133,960	21,140,540	32,681,470	29,532,530	30,199,126
Ukraine	20,754,800	19,462,400	19,467,100	19,102,000	19,545,400	19,666,100	18,705,000	24,248,000	23,250,200	22,258,600
United States of America	20,675,012	19,222,700	19,989,725	20,179,191	18,826,578	19,622,475	18,337,537	19,488,460	20,990,738	19,843,919
Germany	13,043,559	11,624,200	10,030,600	11,643,769	11,369,000	11,617,500	10,201,900	11,837,200	10,665,600	9,669,700
Bangladesh	3,907,120	4,855,377	5,368,400	5,167,000	6,648,000	5,268,000	7,930,000	8,326,389	8,205,470	8,603,000
France	7,255,378	6,604,600	6,362,823	7,183,100	6,871,971	7,253,000	6,622,043	7,440,219	6,340,807	6,975,000
Netherlands	7,487,700	6,777,000	6,239,600	6,870,400	6,922,700	7,180,981	6,843,529	7,333,472	6,765,618	6,801,000
Poland	13,998,654	10,369,253	8,981,976	11,791,072	10,462,100	9,702,800	8,765,955	8,196,700	9,091,900	6,334,200
Belarus	9,902,165	8,184,953	8,329,412	8,743,976	8,748,630	7,124,981	7,831,111	7,147,938	6,910,669	5,913,706
United Kingdom	6,316,500	5,979,000	5,864,000	5,635,000	5,999,000	6,396,000	6,056,000	6,310,000	4,553,000	5,580,000
Iran (Islamic Republic of)	4,453,789	4,830,121	4,218,522	4,026,412	4,706,722	4,107,626	4,274,490	5,577,553	5,400,000	5,560,000
Algeria	1,896,270	2,156,550	2,180,961	1,506,859	2,171,058	2,636,057	3,300,312	3,862,194	4,219,476	4,928,028
Egypt	2,546,610	3,167,430	2,312,790	2,760,460	3,567,050	3,659,284	3,643,217	4,338,431	4,758,040	4,800,000
Canada	5,234,837	4,434,024	5,091,140	4,999,424	4,724,460	4,581,123	4,421,773	4,168,175	4,590,296	4,620,000
Peru	3,008,159	3,289,699	3,248,416	3,388,000	3,597,091	3,765,289	3,814,373	4,072,455	4,474,713	4,570,673
Malawi	2,182,624	1,485,883	2,309,426	2,858,811	2,993,818	3,427,764	3,673,538	3,613,290	4,152,204	4,535,955
Turkey	4,800,000	4,090,000	4,397,305	4,246,207	4,196,522	4,397,711	4,548,085	4,613,071	4,795,122	3,948,000
Pakistan	1,938,100	2,024,900	1,568,000	2,581,500	2,539,000	2,941,300	3,141,500	3,491,800	3,393,000	3,802,200
Brazil	3,047,083	3,130,174	3,151,721	3,550,510	3,676,938	3,443,712	3,547,510	3,917,234	3,731,798	3,553,772
Belgium	3,229,622	2,780,865	2,592,820	3,189,817	2,943,205	3,296,077	3,455,800	4,128,669	2,929,800	3,479,600
Kazakhstan	2,260,630	2,520,800	2,361,600	2,414,800	2,354,408	2,755,600	2,554,600	3,076,130	3,126,400	3,343,600
Romania	4,230,210	3,738,594	4,015,899	3,712,410	3,649,020	4,003,980	3,283,866	4,076,570	2,465,150	3,289,722
Nepal	1,643,357	1,738,840	1,974,755	1,943,246	2,054,817	2,424,048	2,517,696	2,508,044	2,584,301	2,690,421
Japan	2,884,000	2,749,000	2,635,000	2,873,000	2,743,000	2,459,000	2,290,000	2,387,000	2,500,000	2,600,000
South Africa	1,799,623	1,767,728	1,862,856	1,972,391	2,040,000	1,866,580	2,090,214	2,195,400	2,250,673	2,252,000
Rwanda	1,072,770	1,314,050	1,285,149	967,000	1,162,000	1,289,623	1,789,404	2,171,517	2,337,706	2,240,715
Uzbekistan	895,730	924,180	1,020,989	1,188,000	1,398,700	1,524,500	1,629,900	1,862,400	2,057,000	2,205,400
Spain	2,773,567	2,563,464	2,515,001	2,479,580	2,145,171	2,719,291	2,326,654	2,455,101	2,168,800	2,199,600
Kenya	1,084,412	2,640,600	2,415,080	2,192,280	2,900,000	2,299,086	2,725,936	2,365,263	2,915,067	2,192,885
Colombia	2,035,929	1,832,918	2,208,068	2,823,362	2,372,862	2,272,772	1,867,899	1,709,950	1,847,145	2,129,319
Argentina	2,021,020	1,788,677	1,943,632	1,950,000	1,900,000	1,950,000	1,996,038	2,126,787	2,200,000	2,000,000
Morocco	1,481,800	1,478,540	1,569,100	1,437,215	1,536,560	1,234,470	1,604,620	1,721,402	1,656,891	1,928,606
North Korea	2,052,000	2,070,000	2,000,000	1,900,000	1,520,280	1,560,000	1,708,000	1,756,000	1,520,000	1,804,000
United Republic of Tanzania	731,120	651,010	660,000	650,000	674,962	860,980	1,472,560	1,555,516	1,235,041	1,767,536
Mexico	1,506,510	1,634,701	1,522,611	1,750,797	1,670,480	1,501,232	1,536,617	1,433,239	1,801,618	1,629,938
Denmark	1,629,400	1,576,400	1,361,200	1,625,580	1,693,000	1,617,700	1,357,800	1,620,000	1,664,200	1,592,000
Italy	1,821,506	1,753,526	1,782,805	1,781,648	1,603,828	1,753,217	1,558,030	1,547,047	1,597,800	1,337,481
Kyrgyzstan	1,362,530	1,141,456	1,254,762	1,373,780	1,334,900	1,393,135	1,339,416	1,379,223	1,312,699	1,332,020
Australia	1,310,385	1,288,269	1,249,605	1,211,988	1,400,206	1,178,534	1,278,118	1,128,208	1,288,186	1,273,243
Nigeria	726,000	776,000	838,000	662,000	1,105,000	1,000,000	1,100,000	1,100,000	1,150,000	1,200,000
Chile	1,144,170	1,115,736	1,391,378	834,223	965,767	924,555	1,081,349	1,676,444	1,093,462	1,159,022
Tajikistan	527,240	555,125	573,687	662,093	679,774	690,853	760,139	863,100	991,044	1,115,700
Bolivia (Plurinational State of)	748,095	761,891	754,807	735,254	747,968	956,953	975,418	1,032,492	1,079,549	1,108,994
Indonesia	1,072,040	1,009,619	1,011,911	1,003,730	1,044,492	1,176,304	1,060,805	995,488	1,094,232	1,023,374
Azerbaijan	930,445	1,083,074	999,343	1,037,317	1,077,110	982,979	953,710	938,517	968,545	992,780
Greece								757,820	578,800	829,400
Sweden	979,100	947,300	777,800	789,000	853,200	857,900	815,600	878,400	805,400	806,100
Ethiopia	509,716	449,996	449,995	525,657	402,508	572,332	447,333	475,441	863,348	775,503
All Other Countries	22,653,957	22,894,676	20,802,183	21,169,889	21,427,950	21,376,697	20,275,376	21,861,583	20,445,116	20,371,586
<b>Total World Production</b>	<b>336,234,563</b>	<b>326,794,548</b>	<b>307,392,762</b>	<b>323,960,939</b>	<b>329,981,218</b>	<b>334,785,851</b>	<b>333,534,096</b>	<b>375,076,702</b>	<b>370,594,695</b>	<b>376,452,524</b>

Source: FAOSTAT data, May 2015.



# Statistics

## U.S. Exports and Imports, by Volume: 2010-2015

Potatoes: U.S. exports by volume (1,000 pounds)			Potatoes: U.S. imports by volume (1,000 pounds)			Difference Exports minus Imports
	Market year*	Annual Total		Market year*	Annual Total	
Chips	2014/15	69,559	Chips	2014/15	19,728	49,831
	2013/14	99,918		2013/14	24,149	75,769
	2012/13	99,078		2012/13	24,966	74,112
	2011/12	125,192		2011/12	21,751	103,441
	2010/11	132,457		2010/11	26,085	106,372
Dried, flour, and meal	2014/15	24,144	Dried, flour, and meal	2014/15	5,012	19,132
	2013/14	43,981		2013/14	3,077	40,904
	2012/13	42,683		2012/13	3,997	38,686
	2011/12	41,300		2011/12	5,141	36,159
	2010/11	40,154		2010/11	4,079	36,075
Flakes and granules	2014/15	132,626	Flakes and granules	2014/15	44,356	88,270
	2013/14	178,527		2013/14	76,853	101,674
	2012/13	137,114		2012/13	87,320	49,794
	2011/12	157,785		2011/12	118,461	39,324
	2010/11	133,823		2010/11	61,042	72,781
Fresh or chilled	2014/15	511,703	Fresh or chilled	2014/15	523,127	-11,424
	2013/14	914,749		2013/14	916,527	-1,778
	2012/13	997,626		2012/13	627,825	369,801
	2011/12	925,004		2011/12	701,161	223,843
	2010/11	926,283		2010/11	886,286	39,997
Frozen, fries	2014/15	1,230,490	Frozen, fries	2014/15	899,762	330,728
	2013/14	1,964,378		2013/14	1,462,154	502,224
	2012/13	1,831,916		2012/13	1,516,993	314,923
	2011/12	1,810,781		2011/12	1,443,452	367,329
	2010/11	1,543,935		2010/11	1,397,859	146,076
Frozen, other	2014/15	131,664	Frozen, other	2014/15	200,483	-68,819
	2013/14	238,183		2013/14	267,187	-29,004
	2012/13	222,994		2012/13	244,334	-21,340
	2011/12	224,838		2011/12	175,383	49,455
	2010/11	208,432		2010/11	165,379	43,053
Prepared or preserved <sup>1</sup>	2014/15	42,445	Prepared or preserved <sup>1</sup>	2014/15	36,462	5,983
	2013/14	70,749		2013/14	61,470	9,279
	2012/13	69,225		2012/13	68,564	661
	2011/12	69,518		2011/12	70,055	-537
	2010/11	68,803		2010/11	50,983	17,820
Seed	2014/15	21,010	Seed	2014/15	116,559	-95,549
	2013/14	37,938		2013/14	155,643	-117,705
	2012/13	39,001		2012/13	146,158	-107,157
	2011/12	39,596		2011/12	163,598	-124,002
	2010/11	49,653		2010/11	166,405	-116,752
Starch	2014/15	10,885	Starch	2014/15	134,064	-123,179
	2013/14	17,967		2013/14	210,786	-192,819
	2012/13	6,822		2012/13	194,113	-187,291
	2011/12	11,959		2011/12	210,653	-198,694
	2010/11	12,722		2010/11	165,038	-152,316

\* First month on table marks the beginning of marketing year.

NA = Not available or null. Most recent month indicated in the charts.

<sup>1</sup> Largely canned. (Based on source data published: March 9, 2012)

Sources: U.S. Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics and ERS calculations using Census trade statistics.

## Potato Nutrition



Data are from USDA, Agricultural Research Service, National Nutrient Database for Standard Reference, Release 25, July 2013.

Nutrition Facts	
Serving Size 1 potato (148g/5.3oz)	
Amount Per Serving	
<b>Calories</b> 110	Calories from Fat 0
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Potassium</b> 620mg	18%
<b>Total Carbohydrate</b> 26g	9%
Dietary Fiber 2g	8%
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A 0%	Vitamin C 45%
Calcium 2%	Iron 6%
Thiamin 8%	Riboflavin 2%
Niacin 8%	Vitamin B <sub>6</sub> 10%
Folate 6%	Phosphorous 6%
Zinc 2%	Magnesium 6%

\*Percent Daily Values are based on a 2,000 calorie diet.

### Oven-Baked Fries

small serving, 74 grams<sup>a</sup> (over 90% of fries served in schools)

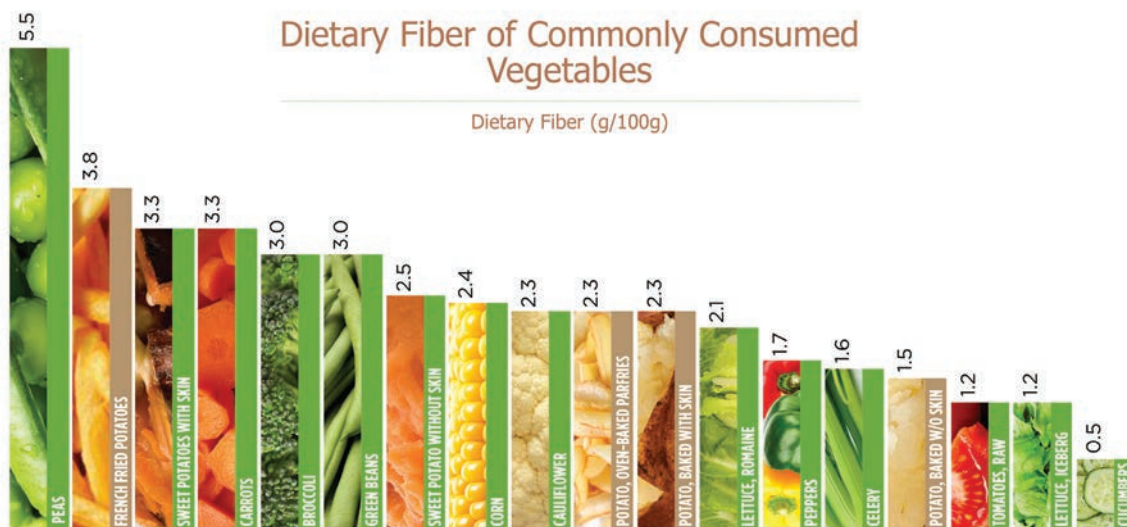
- 116 calories
- 3.6 grams fat (0.8 g saturated)
- 0 mg cholesterol
- 0 g trans fat
- 330 mg potassium (10% DV)
- 1.9 g fiber (8% DV)
- 5% DV Magnesium
- 6% DV Vitamin B<sub>6</sub>
- 16% DV Vitamin C



### Deep-Fried Fries

small serving, 71 grams<sup>a</sup>

- 222 calories
- 10 grams fat (1.6 g saturated)
- 0 mg cholesterol
- 0 g trans fat
- 410 mg potassium (14% DV)
- 2.7 grams fiber (10% DV)
- 6% DV Magnesium
- 13% DV Vitamin B<sub>6</sub>
- 6% DV Vitamin C



Data are from USDA Agricultural Research Service, National Nutrient Database for Standard Reference, Release 26.

Nutrition information provided by the Alliance for Potato Research and Education



# Potato Quick Facts

## Top 10 Export Markets

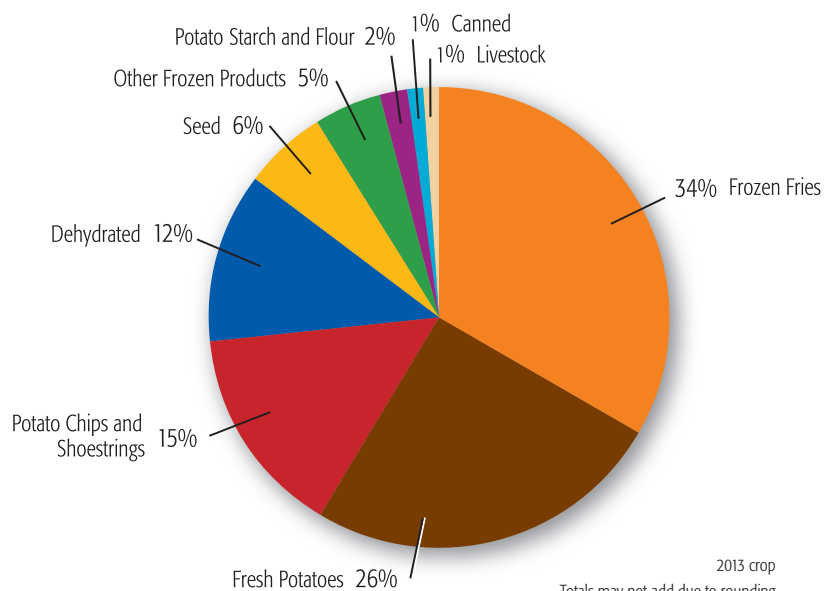
(by value for calendar year 2013)

1	Japan	\$348 million
2	Canada	\$333 million
3	Mexico	\$217 million
4	China	\$113 million
5	South Korea	\$97 million
6	Philippines	\$68 million
7	Taiwan	\$60 million
8	Malaysia	\$56 million
9	Saudi Arabia	\$41 million
10	Hong Kong	\$39 million

Source: Department of Commerce,  
U.S. Census Bureau, Foreign Trade Statistics

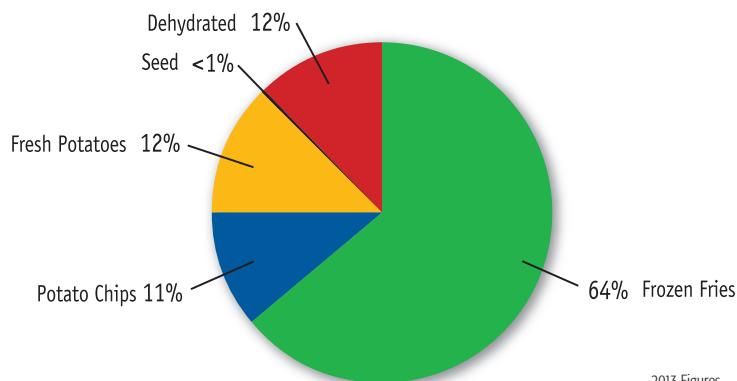
## Production, Consumption, and Exports

### Utilization of Potatoes



2013 crop  
Totals may not add due to rounding  
Source: USDA/NASS

### Market Share of Exported U.S. Potatoes



2013 Figures  
Source: USDA/U.S. Department of Commerce

### U.S. Potato Production Figures

Harvested	1,049,500 acres
Planted	1,061,100 acres
Production	44.7 billion pounds
Value of Production	\$3.9 billion
Yield	42,600 pounds per acre

2014 figures  
Source: USDA/NASS

### Top 10 Producing States

(in billion pounds)

1	Idaho	13.1
2	Washington	9.6
3	Wisconsin	2.6
4	North Dakota	2.3
5	Oregon	2.2
6	Colorado	2.0
7	Minnesota	1.7
8	Michigan	1.6
9	Maine	1.6
10	California	1.4

2013 crop  
Source: USDA/NASS

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